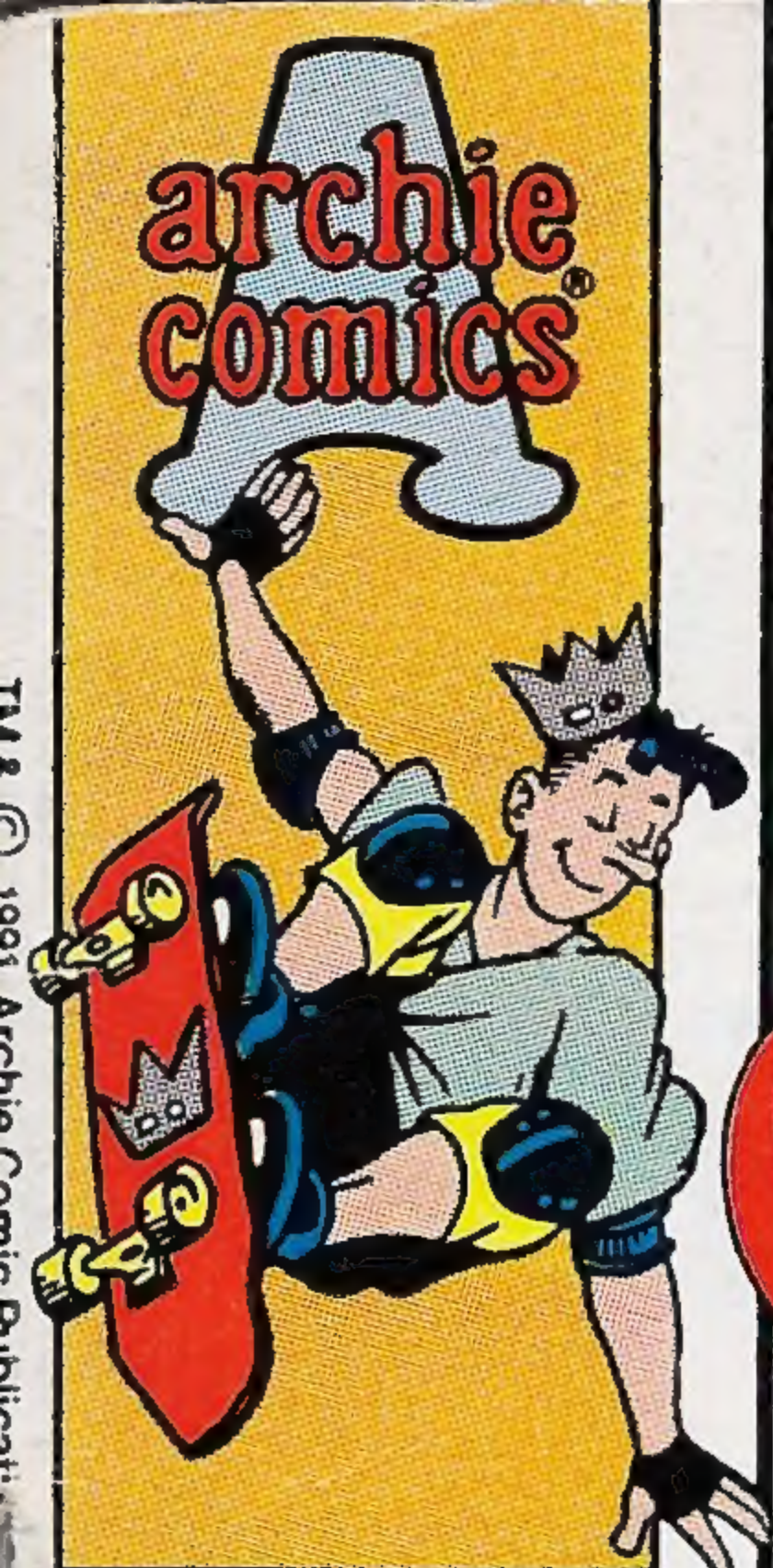


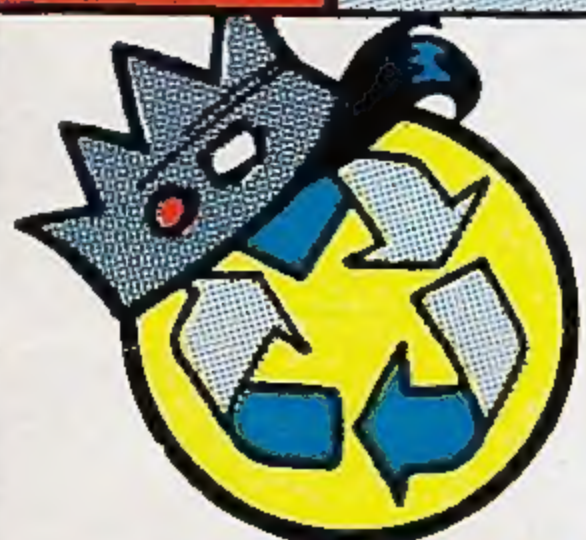
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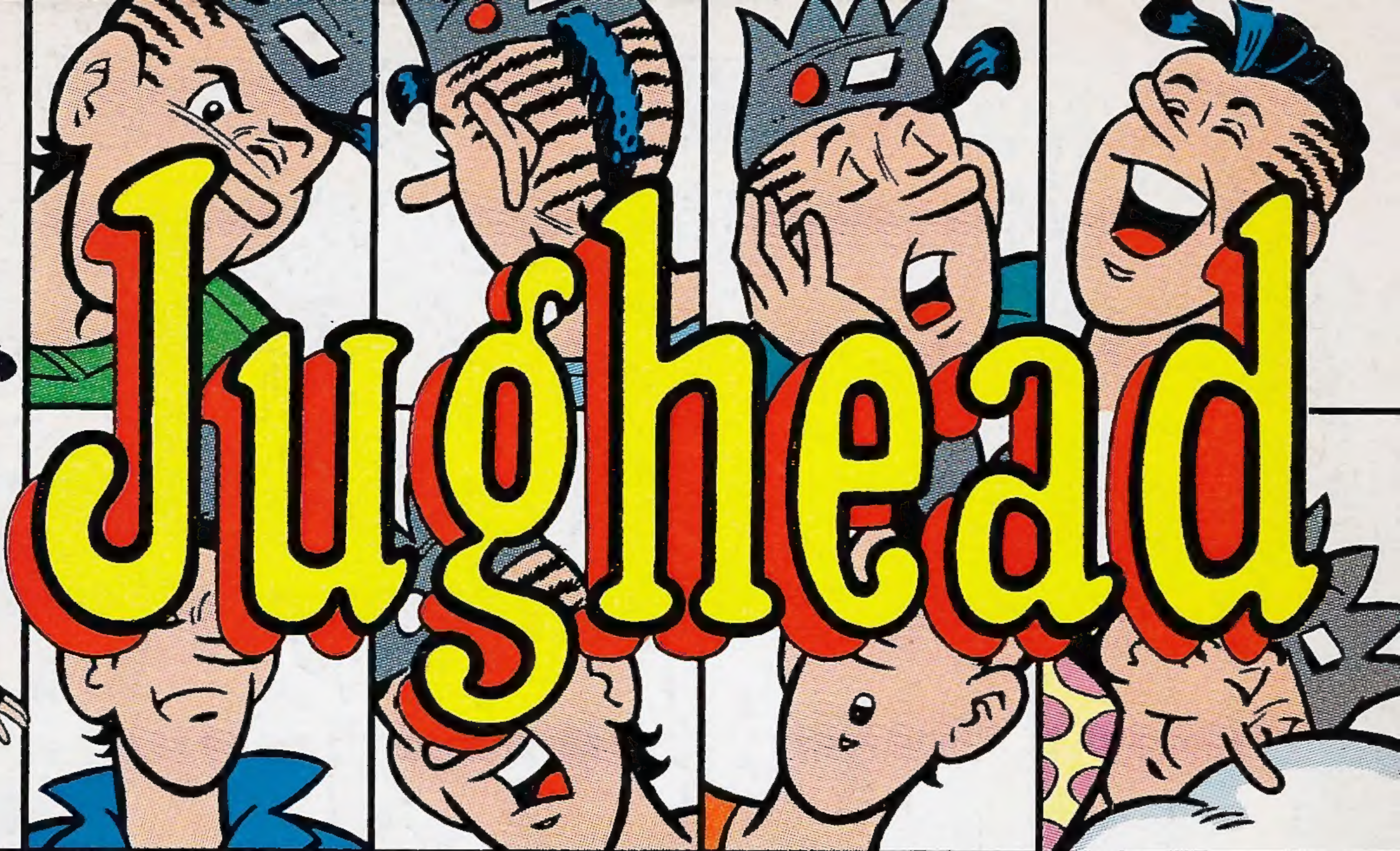
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JUGHEAD NO. 31 MARCH



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A HAMBURGER HAS MANY FRIENDS BUT THE **CHEESE** STANDS ALONE!

PART I

I KNOW I DID
SOMETHING *MEAN* TO
ANITA, AND THAT I HAVEN'T
BEEN AN *UPSTANDING*
CITIZEN WITH THE
TRUTH...

DON'T FORGET
WASTING OUR
TIME, DILTON...

HELP ME!
HELP ME!

BUT PLEASE, JUGHEAD,
HELP ME FIND OUT
WHAT MY PARENTS
DO FOR A
LIVING!

SCRIPT:
MARK (ROTTEN)
McCLELLAN
and
BILL (TOMATOES)
VALLEY

PENCILS:
REX
(LILLY-
LIVERED)
LINDSEY

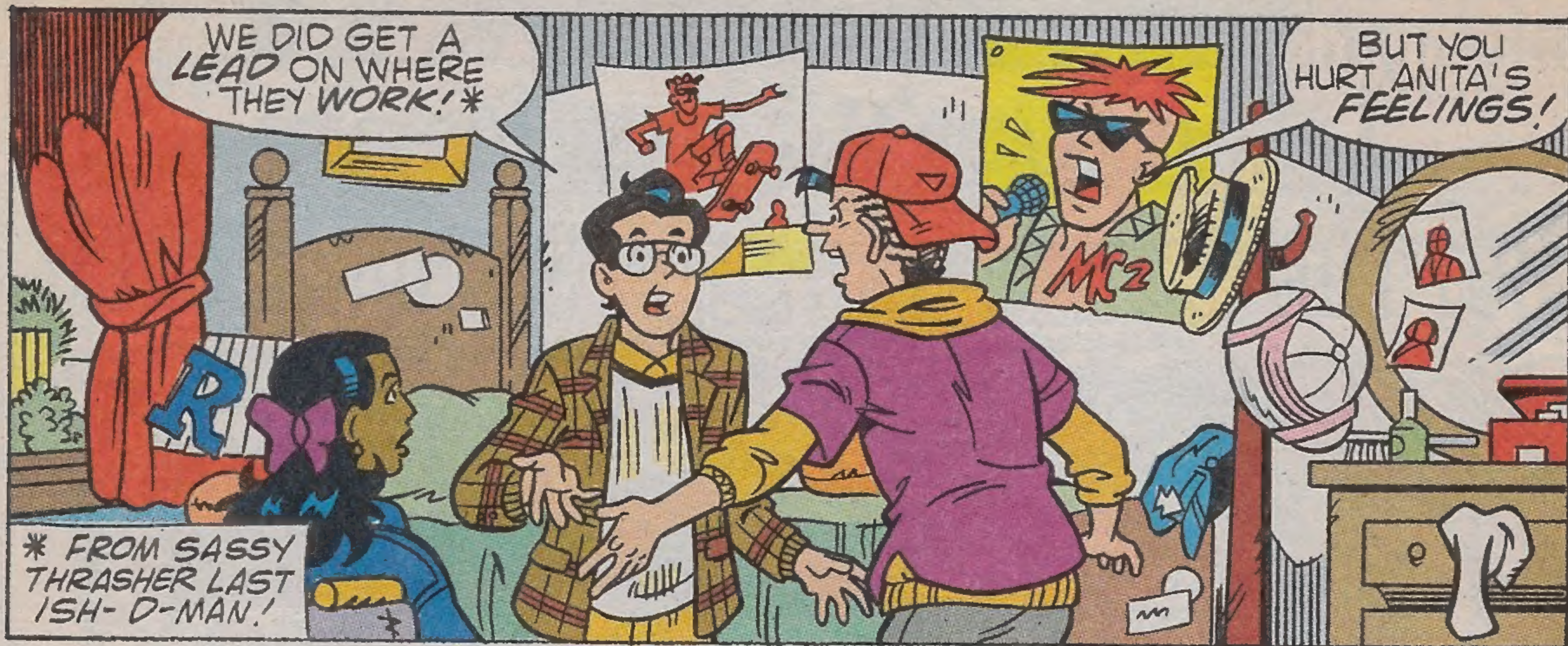
INKS:
ROD
(PRICKLY
PEAR)
OLLERENSHAW

LETTERS:
BILL
(BONSAI)
YOSHIDA

COLORS:
BARRY
(BEGONIA)
GROSSMAN

EDITOR:
DARYL
(DAFFODIL)
EDELMAN

EDITOR-
IN-CHIEF:
RICHARD
(FLY TRAP)
GOLDWATER



DILTON!

OKAY, OKAY-- SO
I'M A GUY WHO
CAN'T STAND ANYONE
KNOWING MORE
THAN I DO!

I'LL CALL ALL YOUR PARENTS AND
ASK PERMISSION TO GO TO THE
SOYBEAN RESEARCH CENTER--
IT'S JUST AN HOUR'S RIDE FROM
HERE-- AFTER ALL, WHAT COULD
POSSIBLY HAPPEN?

THE MAN
HAS A
POINT...

BBZZZZZZZZZZ

SNAP!

OTHER THAN THE **FACT**
THAT WE COULD ALL EASILY
GET **HURT**, GET IN **TROUBLE**
WITH THE **LAW**, MAKE **BAD**
GRADES AND ALL THAT--

WHY SHOULD
WE **HELP**
YOU?

YEAH?

ARF!

FOR
THE "**MAD**"
MONEY MY PARENTS
LEFT ME WHEN THEY
WENT OFF ON THEIR
LAST **BUSINESS**
TRIP!

ALL
RIGHT!!

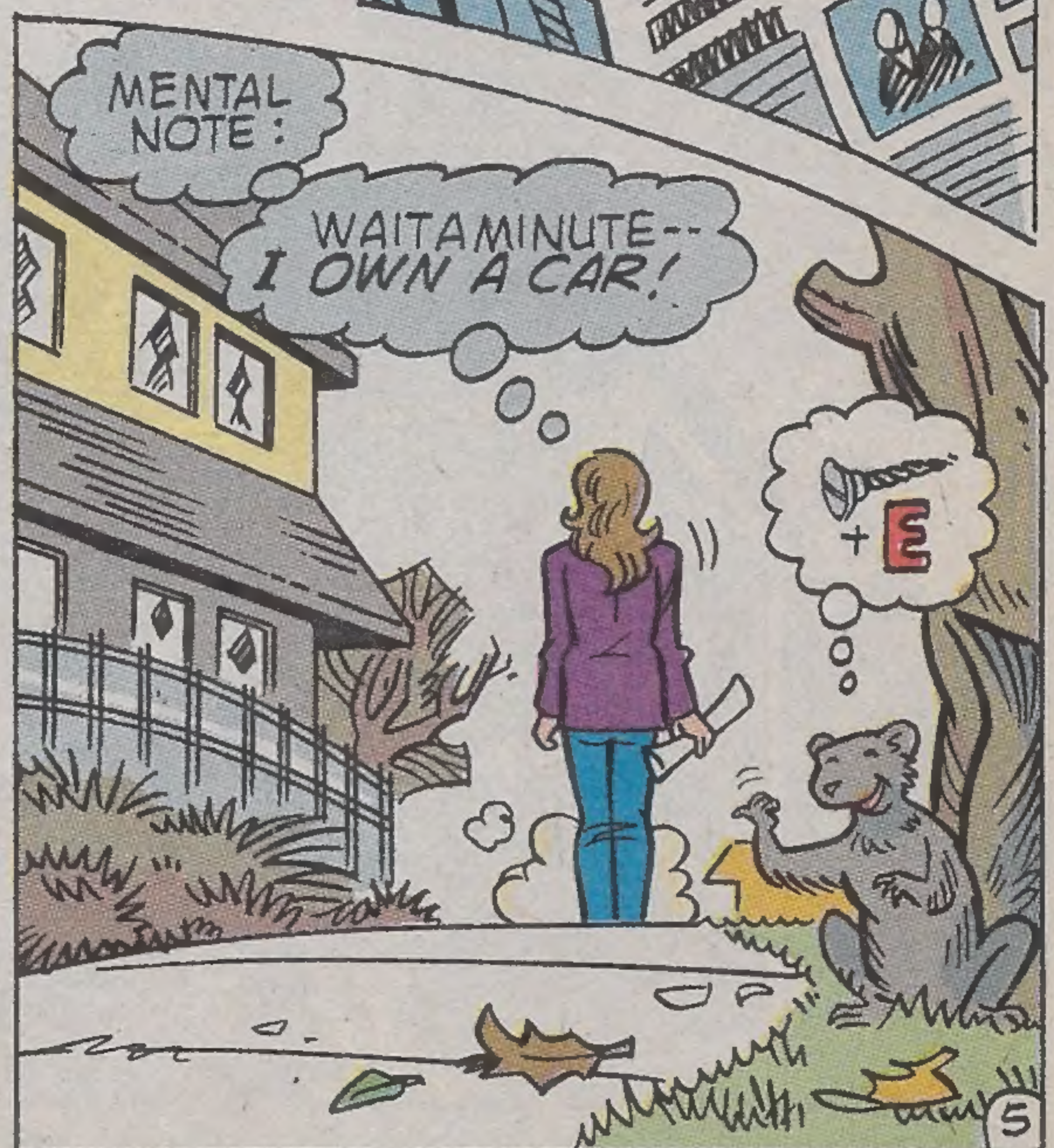
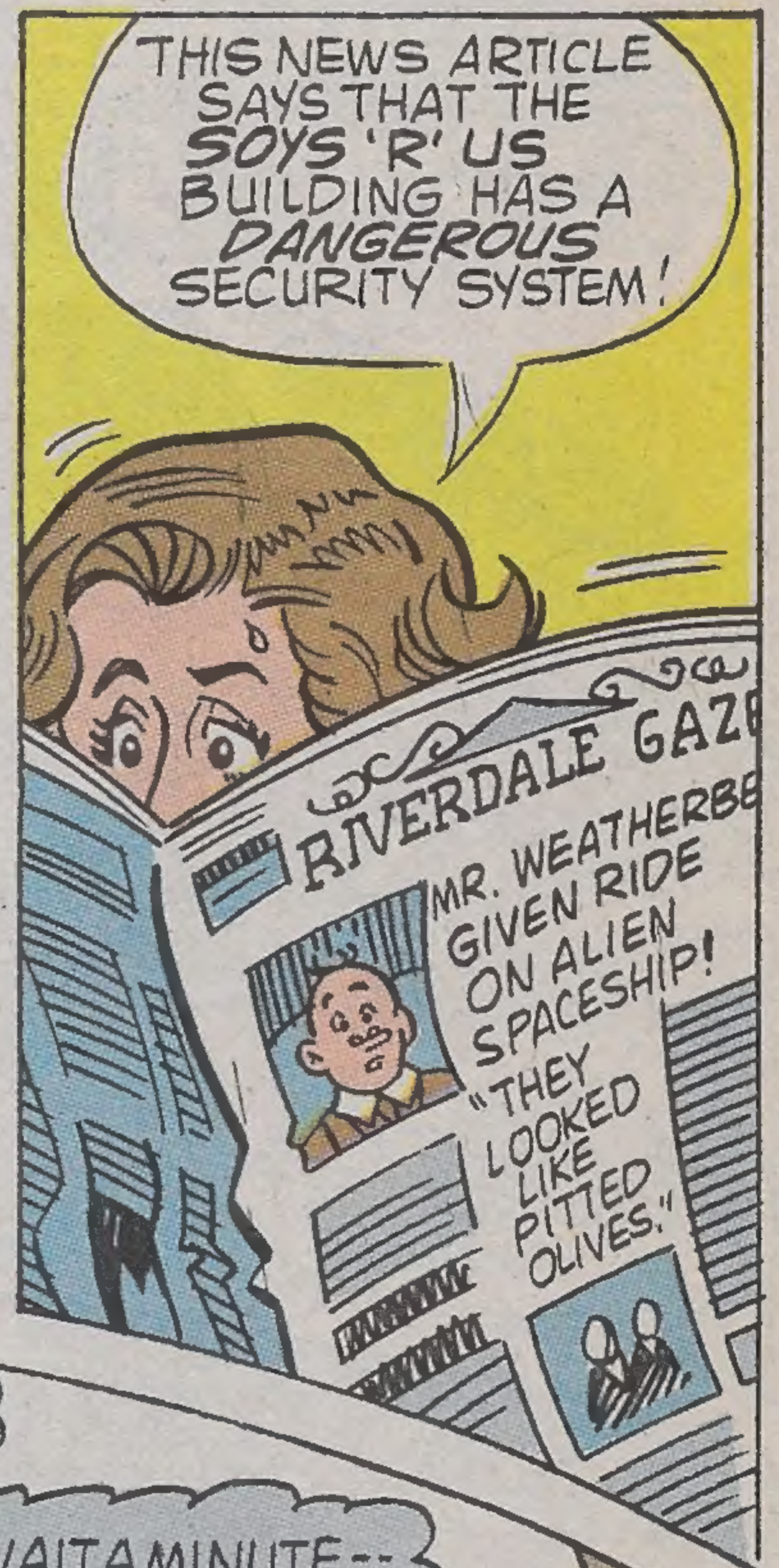
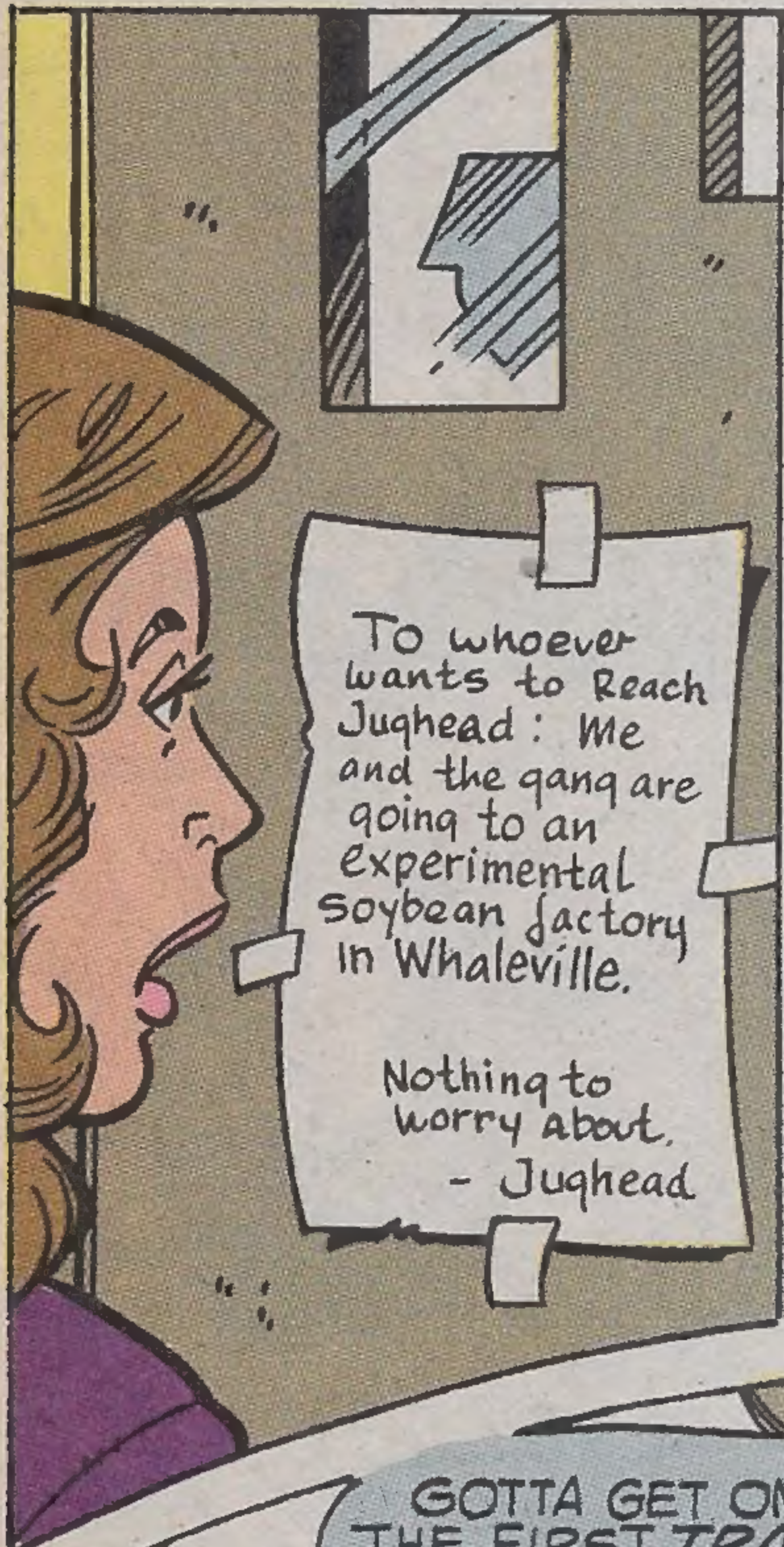
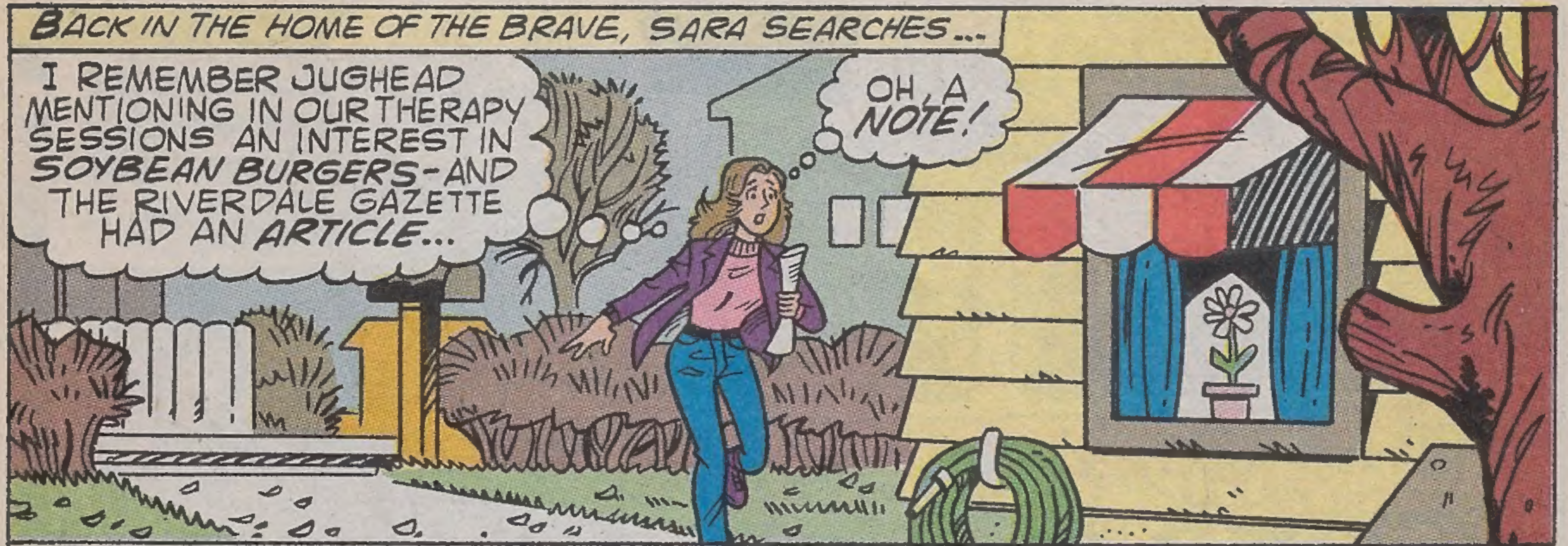
HECK, IT
MAKES ME "**MAD**"
JUST THINKING
THAT WE HAVEN'T
SPENT IT YET!

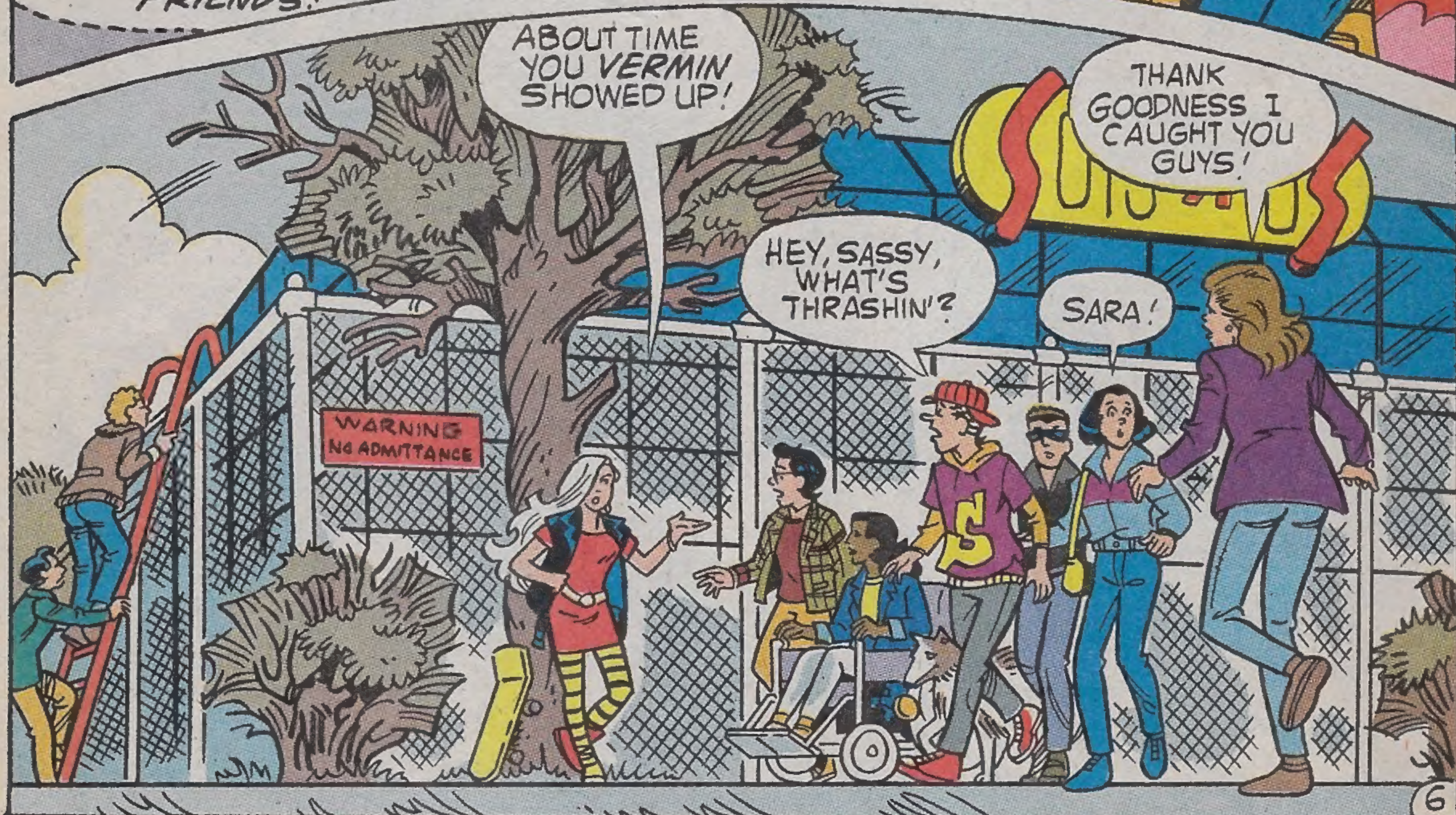
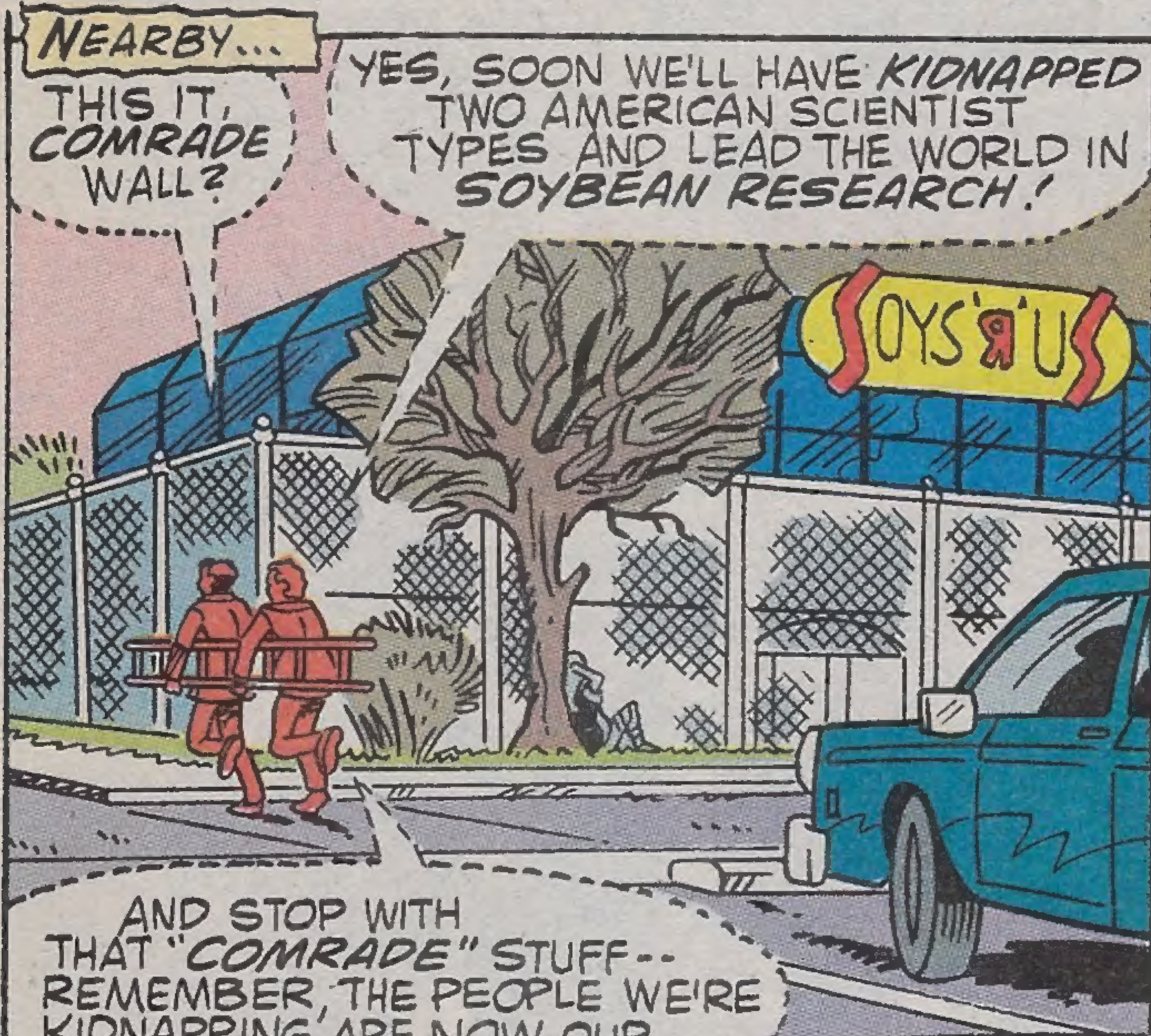
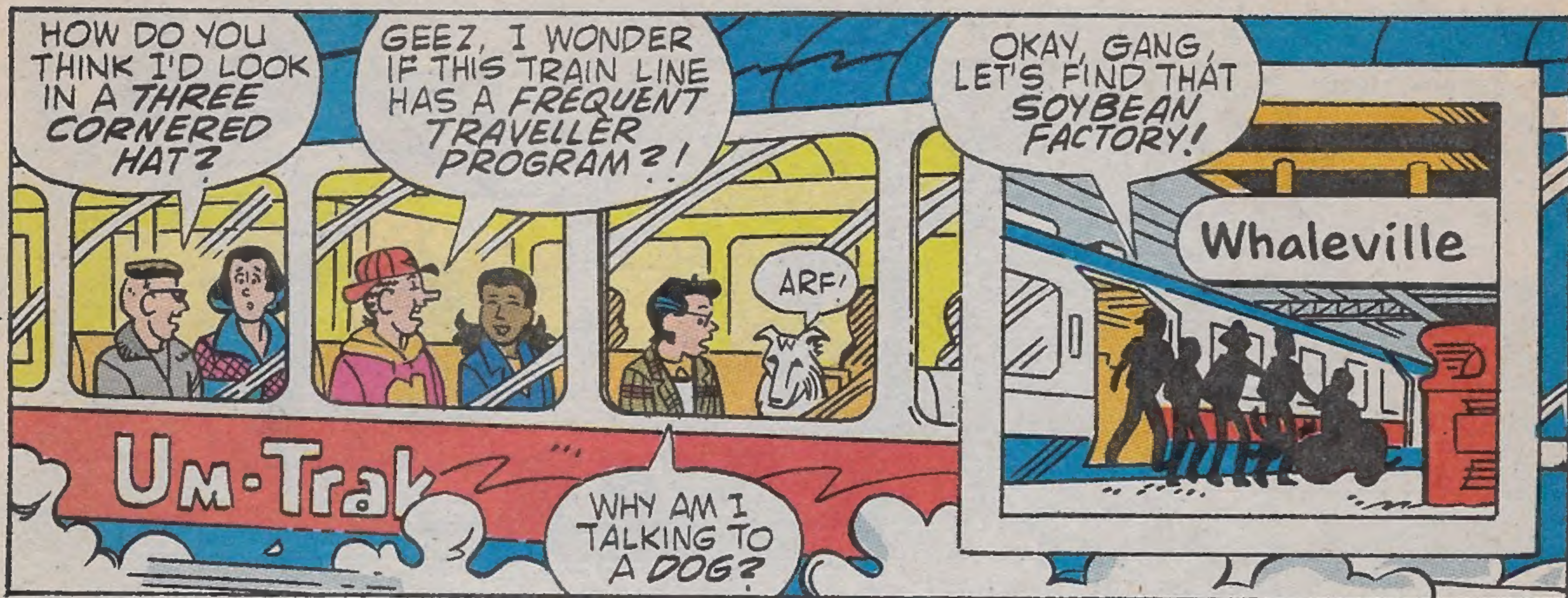


BACK IN THE HOME OF THE BRAVE, SARA SEARCHES...

I REMEMBER JUGHEAD MENTIONING IN OUR THERAPY SESSIONS AN INTEREST IN SOYBEAN BURGERS-AND THE RIVERDALE GAZETTE HAD AN ARTICLE...

OH A NOTE!





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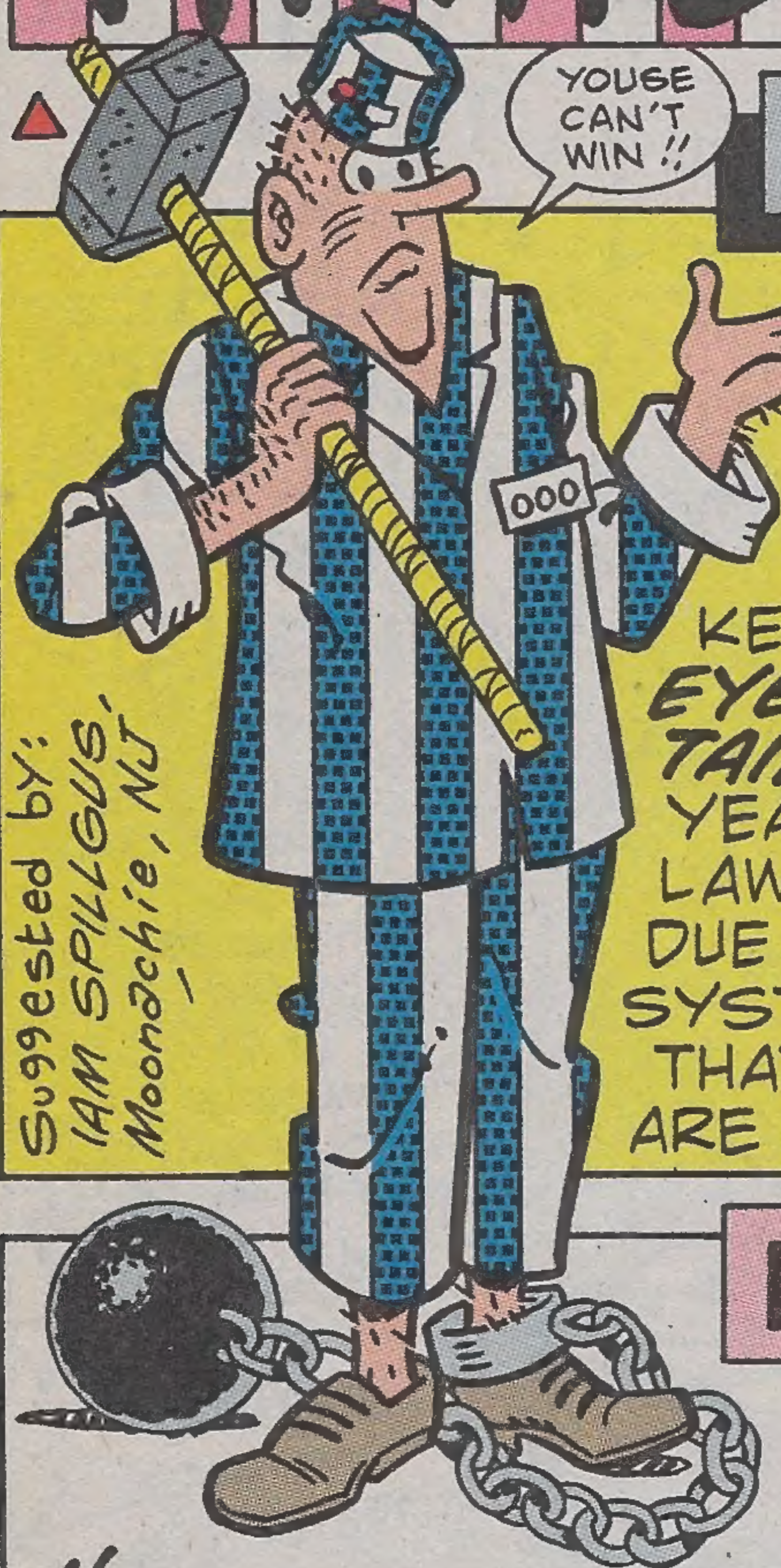
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Jughead's

FAMILY ♦ TREE!



Suggested by:
IAM SPILLIGUS,
Moonachie, NJ

ROCKY 'THE SLEDGE' JONES

ROCKY WAS SENT *UP THE RIVER* FOR 99 COUNTS OF *POACHING* FISH FROM A LOCAL POND! THE GAME WARDEN REPORTED THAT THE FISH ROCKY KEPT HAD *EYE PROBLEMS...* THEIR *EYES* WERE TOO CLOSE TO THEIR *TAILS!* THE JUDGE GAVE HIM 999 YEARS! ... BUT ROCKY'S HOT-SHOT LAWYER TOLD HIM NOT TO WORRY... DUE TO OVERCROWDING IN THE PRISON SYSTEM, HE'D BE OUT IN *HALF* OF THAT! NOW ALL THAT ROCKY POACHES ARE *EGGS* IN THE PRISON CAFETERIA!!

ROD OLLERENSHAW

BUDDY 'THE ACE' JONES

BIG-TIME FLYER DURING WORLD WAR II!!

HE STARTED THE CRACK FLYING TEAM, THE *BURGER* BRIGADE! HE WAS SHOT DOWN OVER *HAMBURG*, GERMANY, BUT ESCAPED CAPTURE! HIS MOTHER AND ELEANOR ROOSEVELT WENT TO *DIFFERENT* HIGH SCHOOLS TOGETHER!! ...GOLLY!!



DO YOU KNOW THE WHEREABOUTS OF ONE OF JUGHEAD'S RELATIVES? SEND YOUR REPORTS TO: JUGHEAD'S FAMILY TREE, % ARCHIE COMICS, 325 FAYETTE AVENUE, MAMARONECK, NY 10543! ...DON'T DELAY!

... and
Thanks
To...

ERIC GRIFFIS ★ NATALIE BURRETT ★ ERICA CARR
E. CAMDEN, AR ★ ALEXANDRIA, VA ★ GREAT FALLS, VA
MARY TSOUROUNAKIS, HAWKESBURY, ONT., CANADA

Archie's Club News

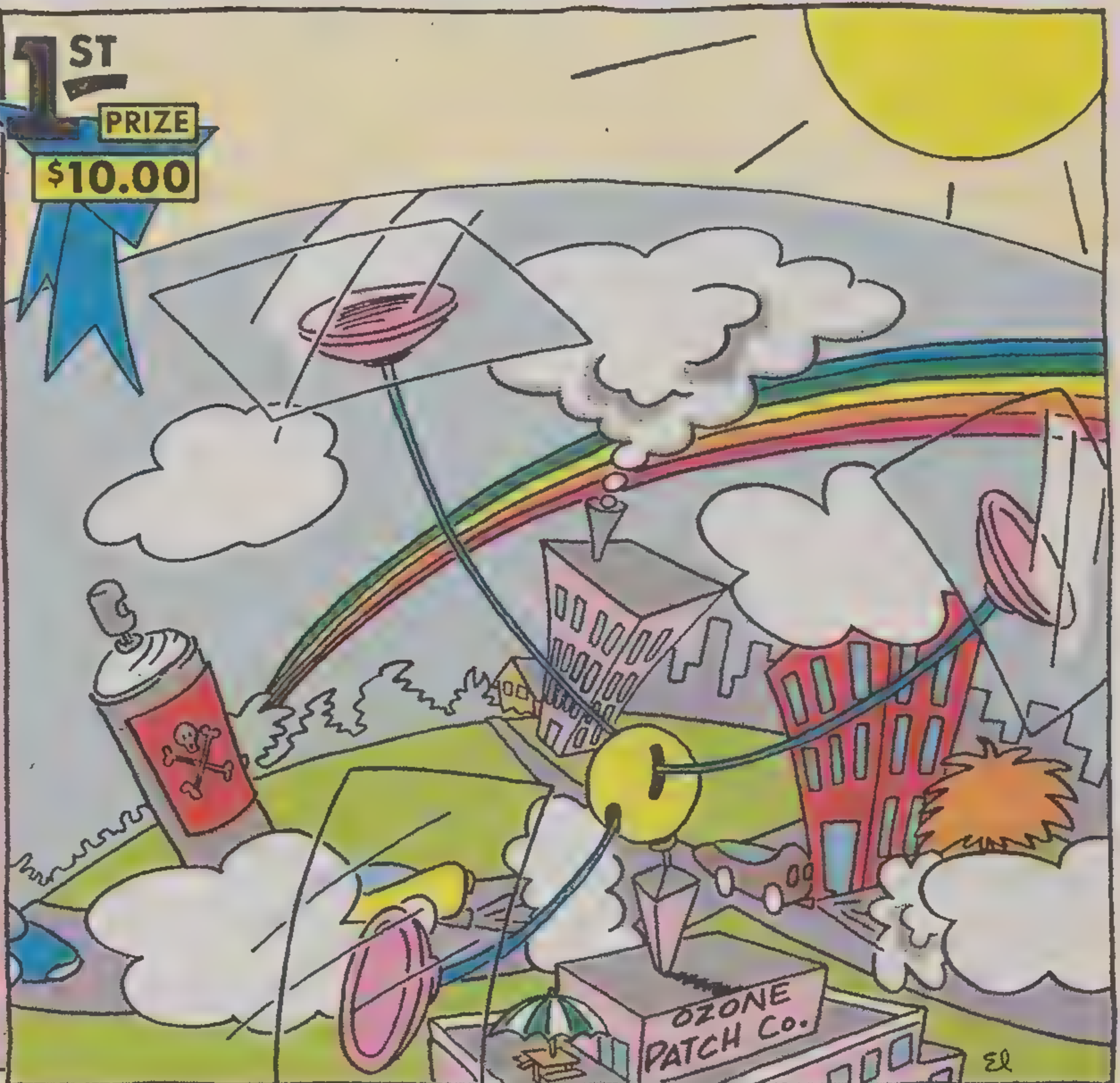
OF THE READERS...BY THE READERS...AND FOR THE READERS.

REPORTER
Jamie Linck Ryan
MARQUETTE, MI

THE OZONE

All the smog and pollution is causing holes in the ozone layer surrounding the Earth. Dangerous ultraviolet rays from the sun then come through the holes and can cause skin cancer. If the ozone keeps getting thinner, the risk of skin cancer will be greater. You can help save the ozone layer by using non-aerosol sprays. You can protect yourself from harmful sun rays by using sun block.

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2ND
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REPORTER
Gwen Matyas
WINNIPEG, MB, CANADA

COW-ANTS

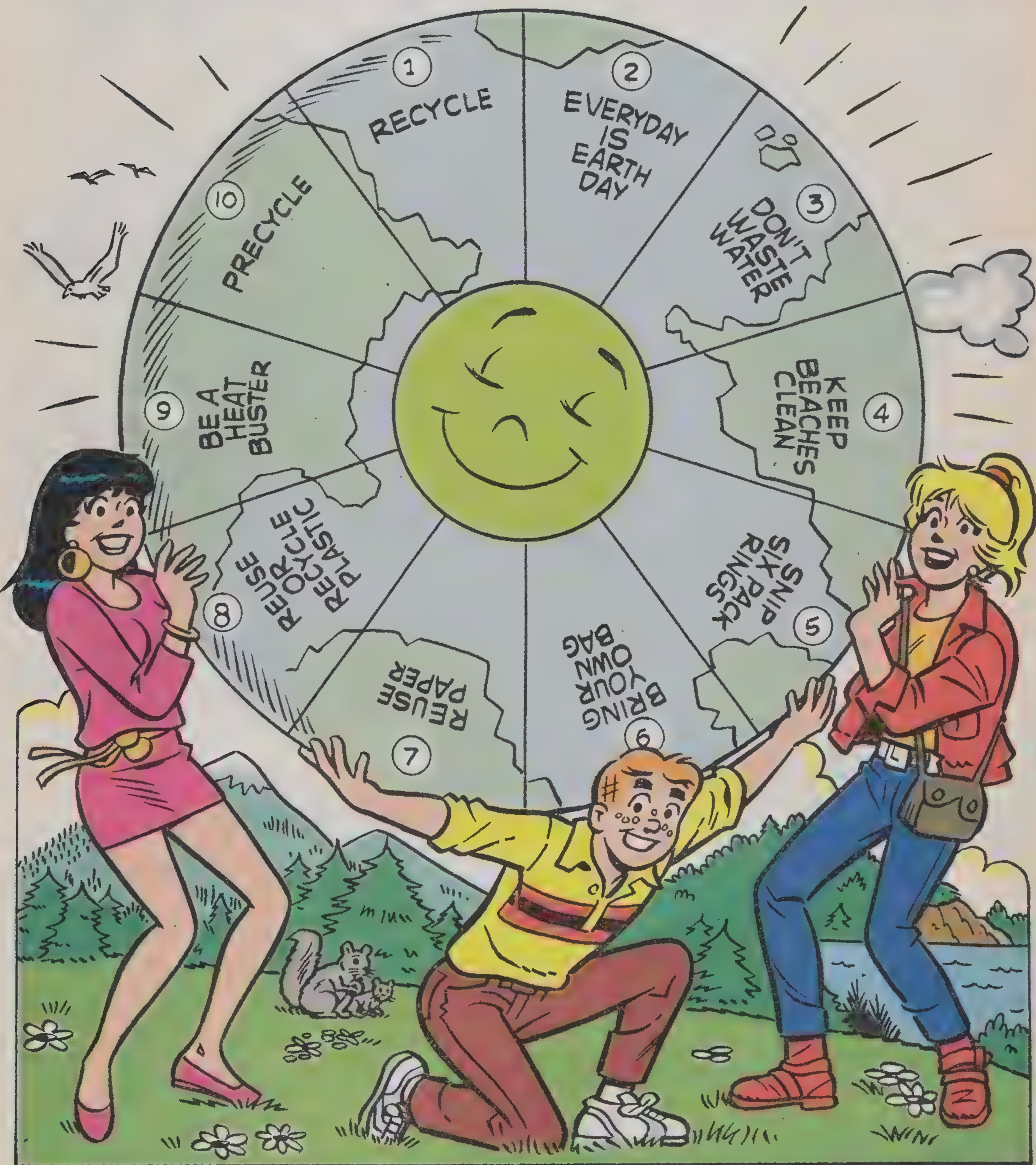
Cow-ants are little green bugs that look like spiders. They live on yellow flowers and drink the flower nectar. Then other ants come along and milk the nectar out of the cow-ants, just like we milk cows. That's why they are called COW-ANTS.



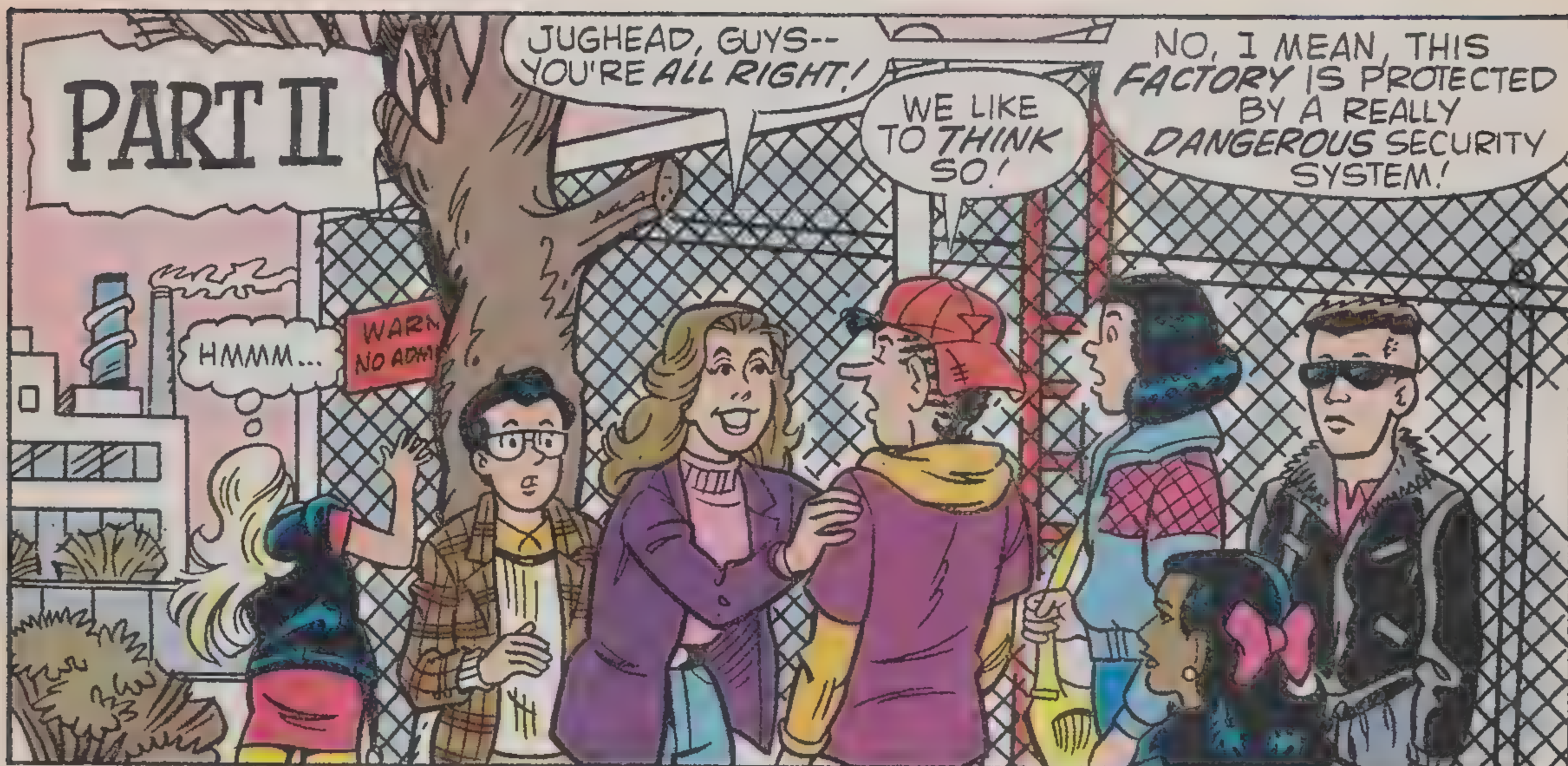
ARCHIE FANS! Every month, **ARCHIE CLUB MEMBERS** have their reports printed in my comics wherever the **ARCHIE CLUB NEWS** appears. The winners receive **CASH PRIZES** and their names are printed in the comics. You can become a member, too! Look for the **ARCHIE FAN CLUB AD** in **THIS ISSUE**. After you join the club, you will be eligible to submit all the reports you want and **WIN CASH PRIZES!**

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10 TIPS FOR A BETTER WORLD!



IT'S IN OUR HANDS!



PART II

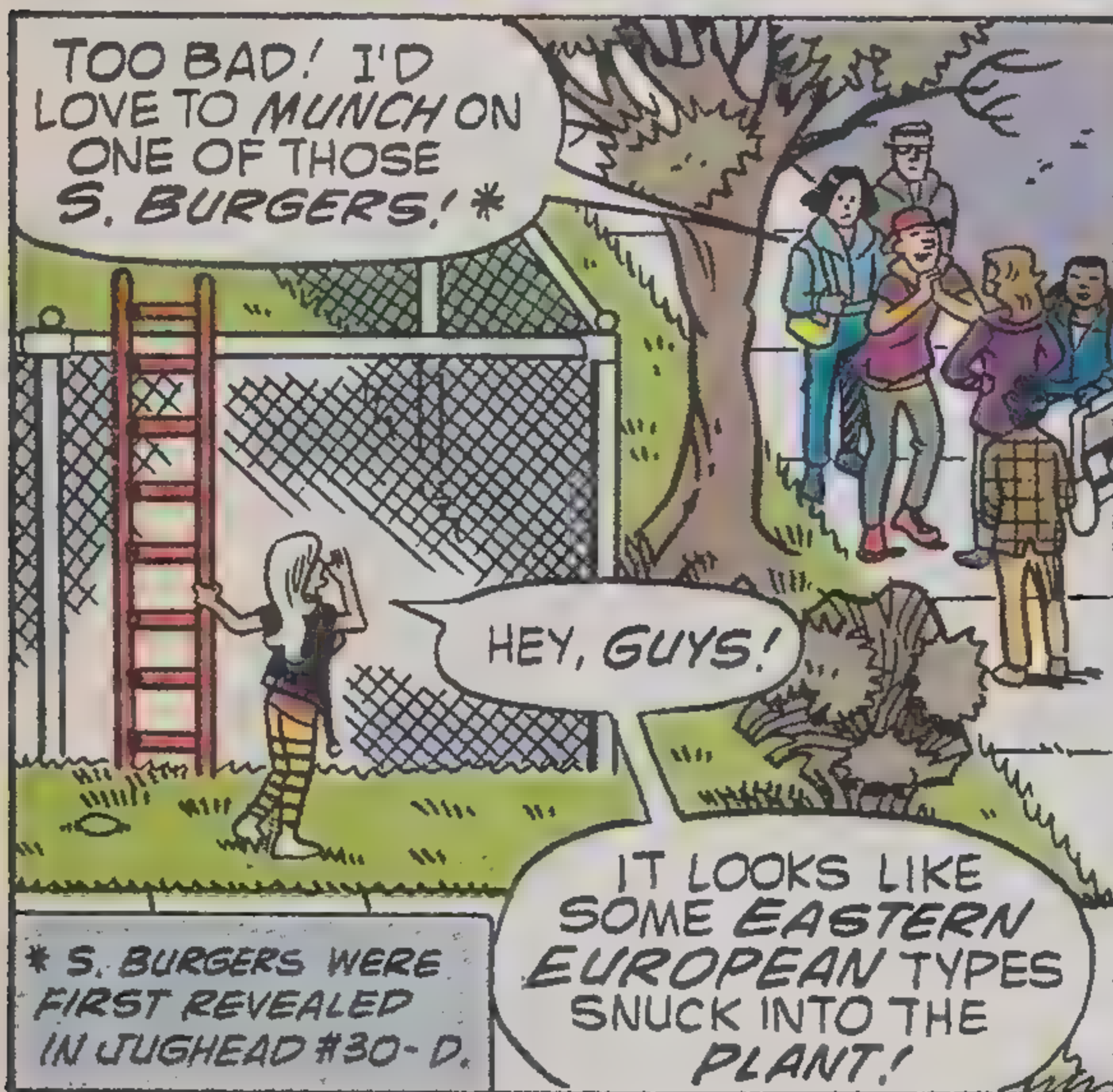
JUGHEAD, GUYS--
YOU'RE ALL RIGHT!

WE LIKE
TO THINK
SO!

NO, I MEAN, THIS
FACTORY IS PROTECTED
BY A REALLY
DANGEROUS SECURITY
SYSTEM!

HMMM...

WARN
NO ADM



TOO BAD! I'D
LOVE TO MUNCH ON
ONE OF THOSE
S. BURGERS! *

HEY, GUYS!

IT LOOKS LIKE
SOME EASTERN
EUROPEAN TYPES
SNUCK INTO THE
PLANT!

* S. BURGERS WERE
FIRST REVEALED
IN JUGHEAD #30-D.



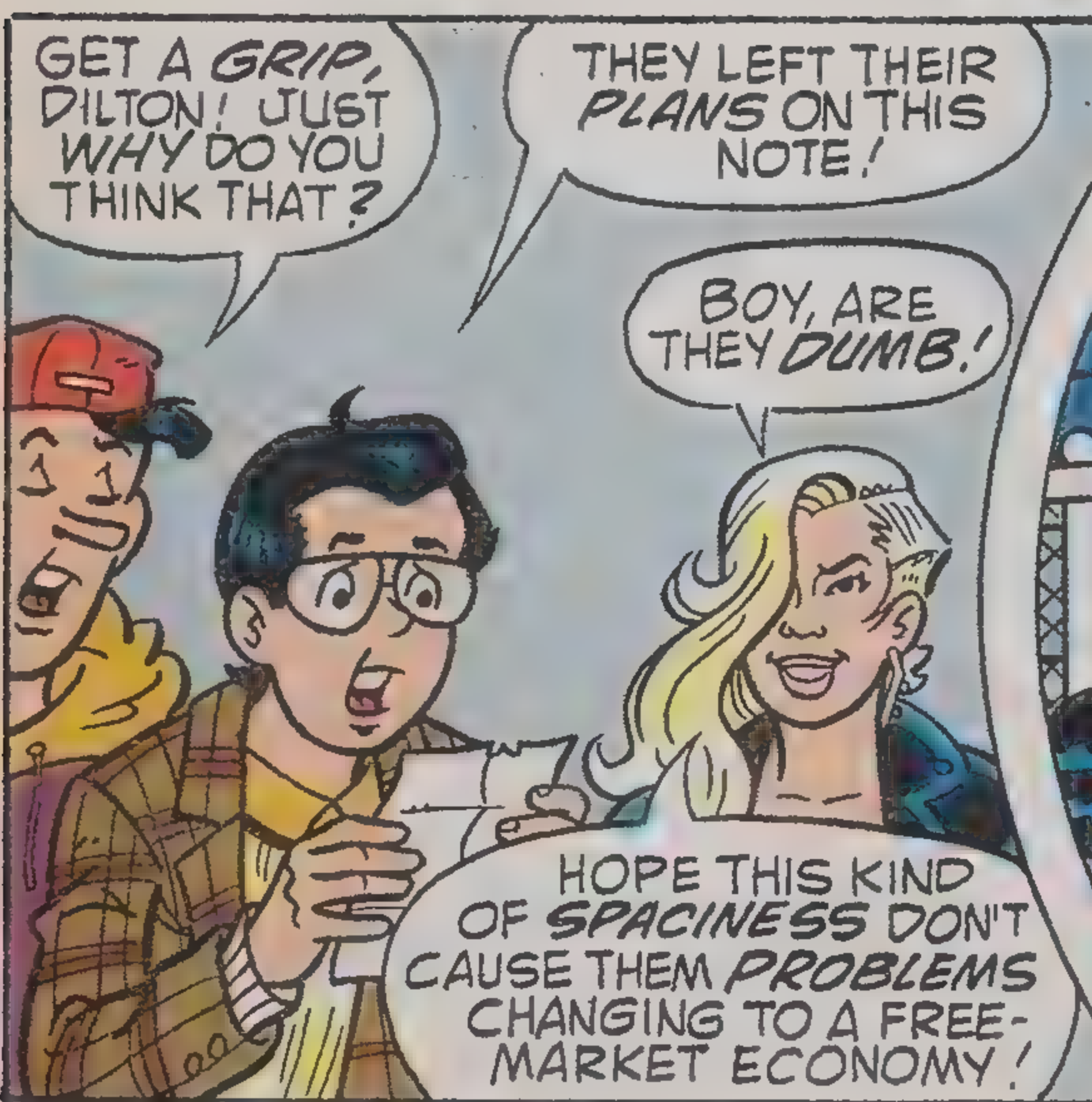
HOW DO
YOU KNOW?

I CAN
READ!

THEY'RE
TRYING TO
KIDNAP MY
PARENTS!

OMIGOSH!

A PRODUCT OF EAST
EUROPEAN PAT. DEPT.



GET A GRIP,
DILTON! JUST
WHY DO YOU
THINK THAT?

THEY LEFT THEIR
PLANS ON THIS
NOTE!

BOY, ARE
THEY DUMB!

HOPE THIS KIND
OF SPACINESS DON'T
CAUSE THEM PROBLEMS
CHANGING TO A FREE-
MARKET ECONOMY!



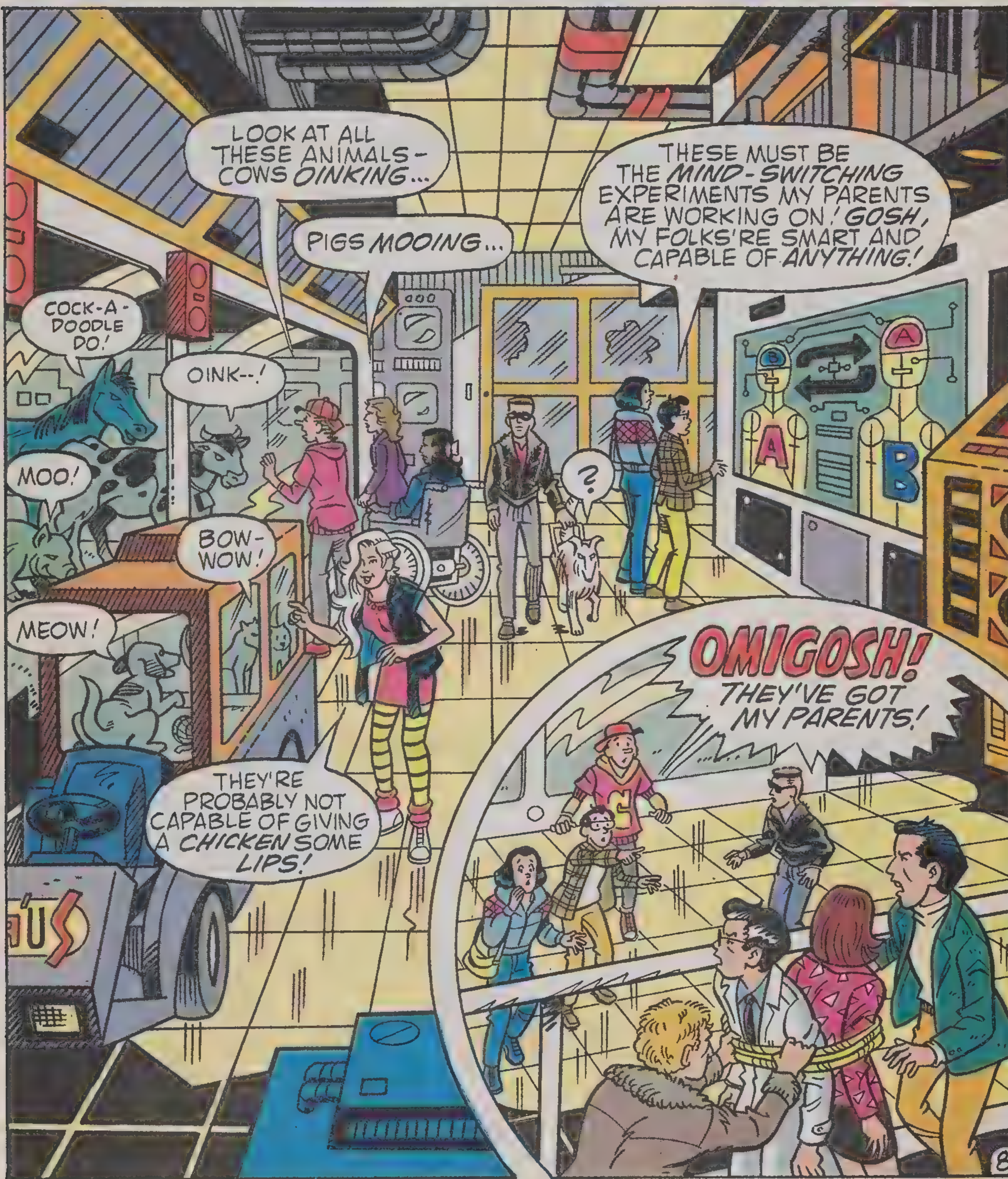
WHOOOP! WHOOOP!
WHOOOOOP!

THE ALARM--
THAT MEANS
THEY'RE INSIDE!

LET'S JUMP
THEIR LADDER,
GET IN AND
STOP THEM!



WHOOP! WHOOP! WHOOP!



LOOK AT ALL THESE ANIMALS - COWS OINKING...

PIGS MOOING...

THESE MUST BE THE MIND-SWITCHING EXPERIMENTS MY PARENTS ARE WORKING ON! GOSH, MY FOLKS'RE SMART AND CAPABLE OF ANYTHING!

COCK-A-DOODLE DO!

OINK--!

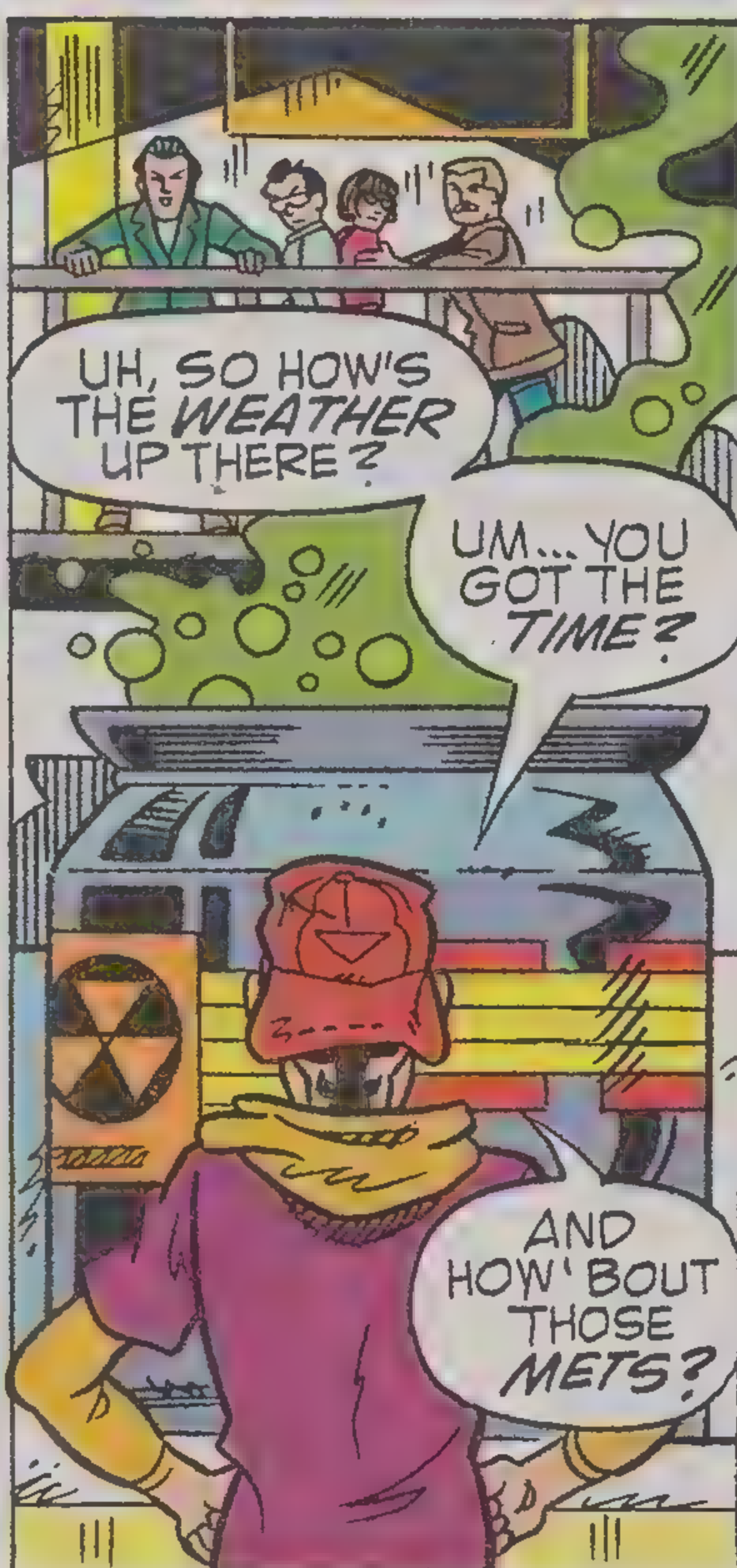
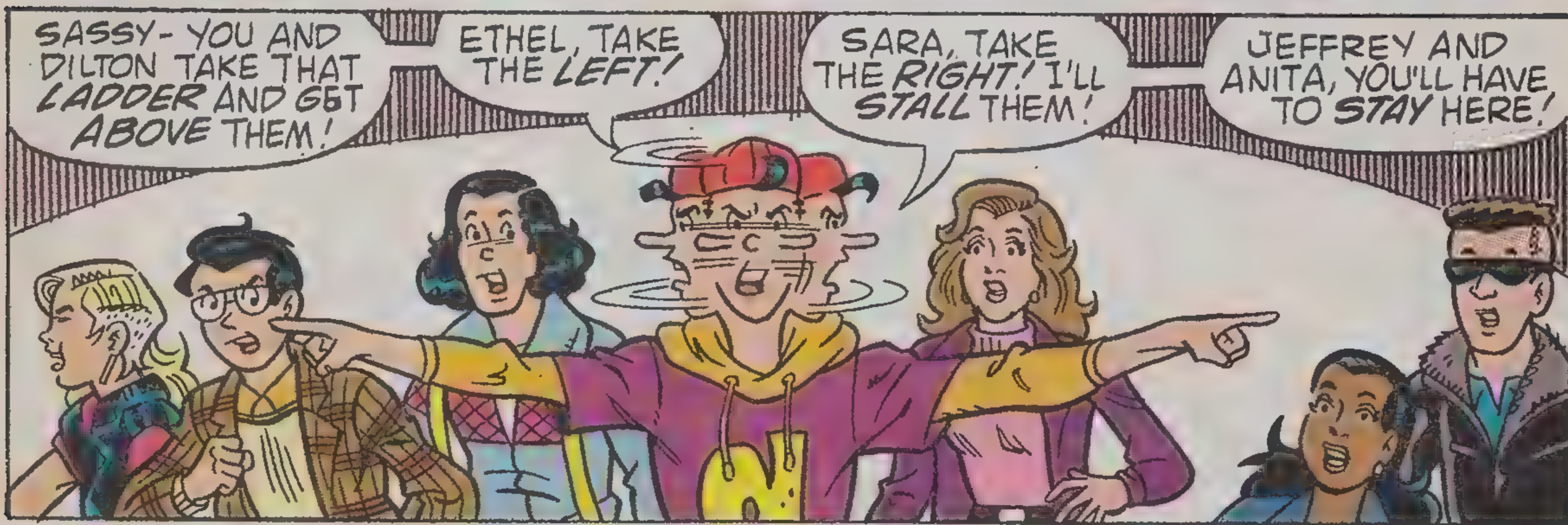
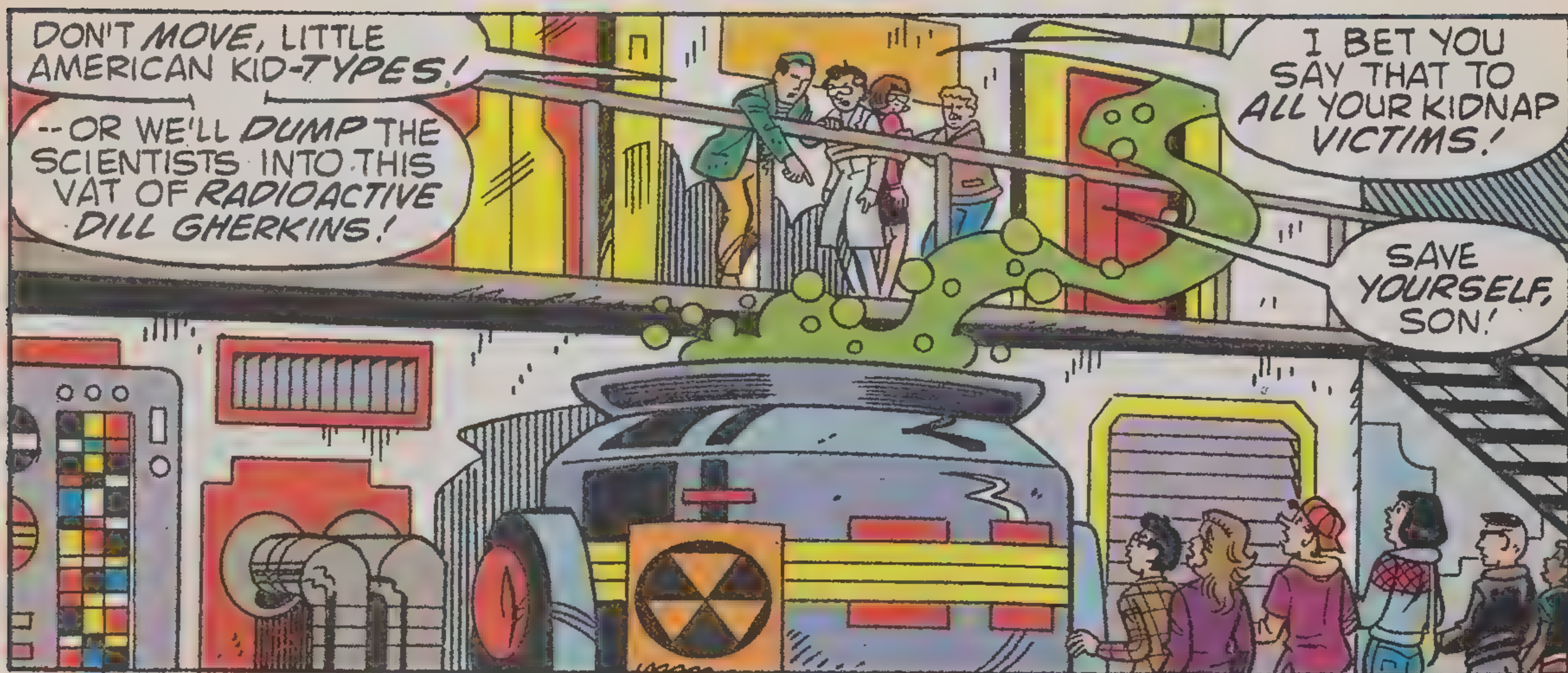
MOO!

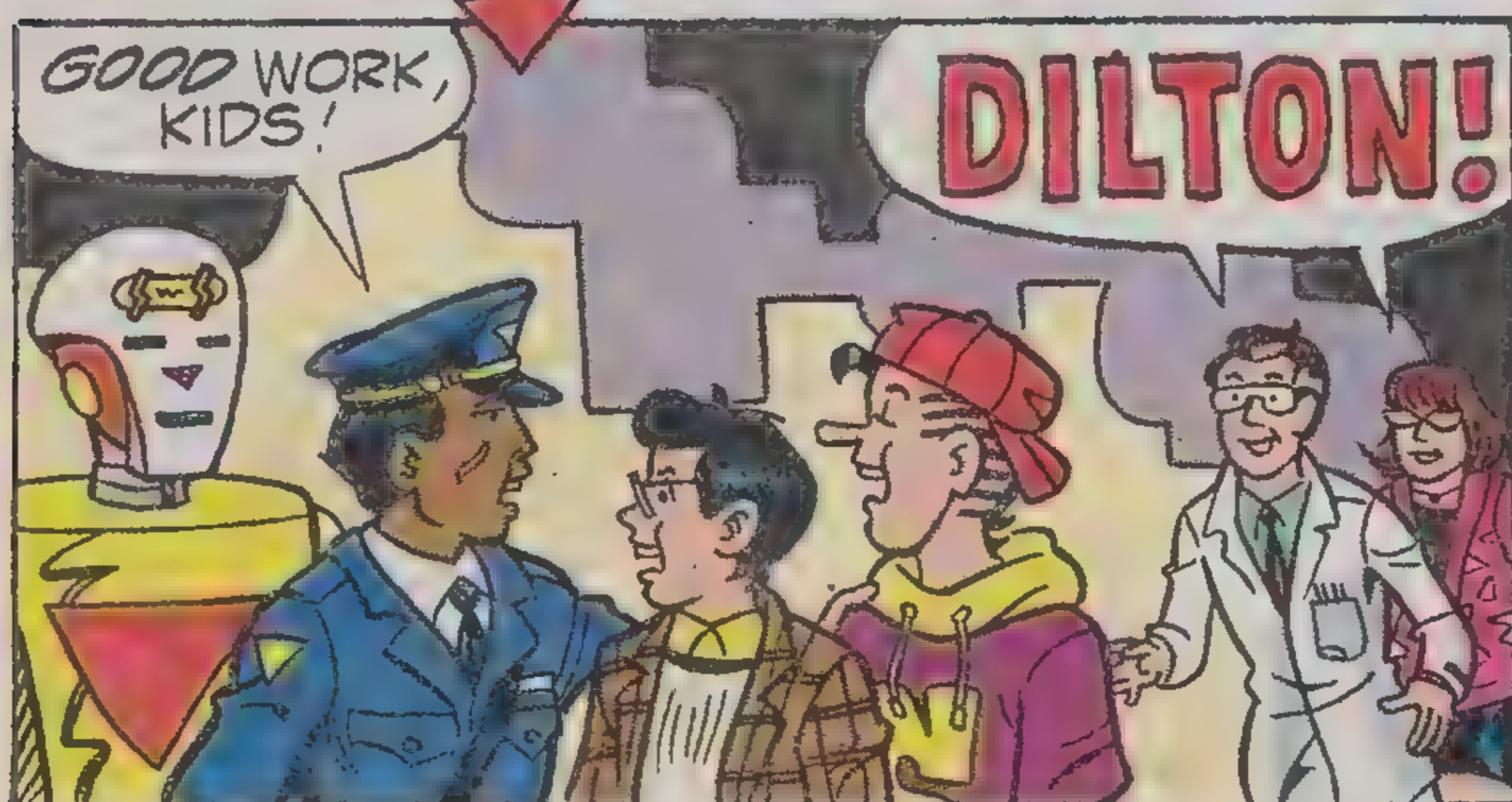
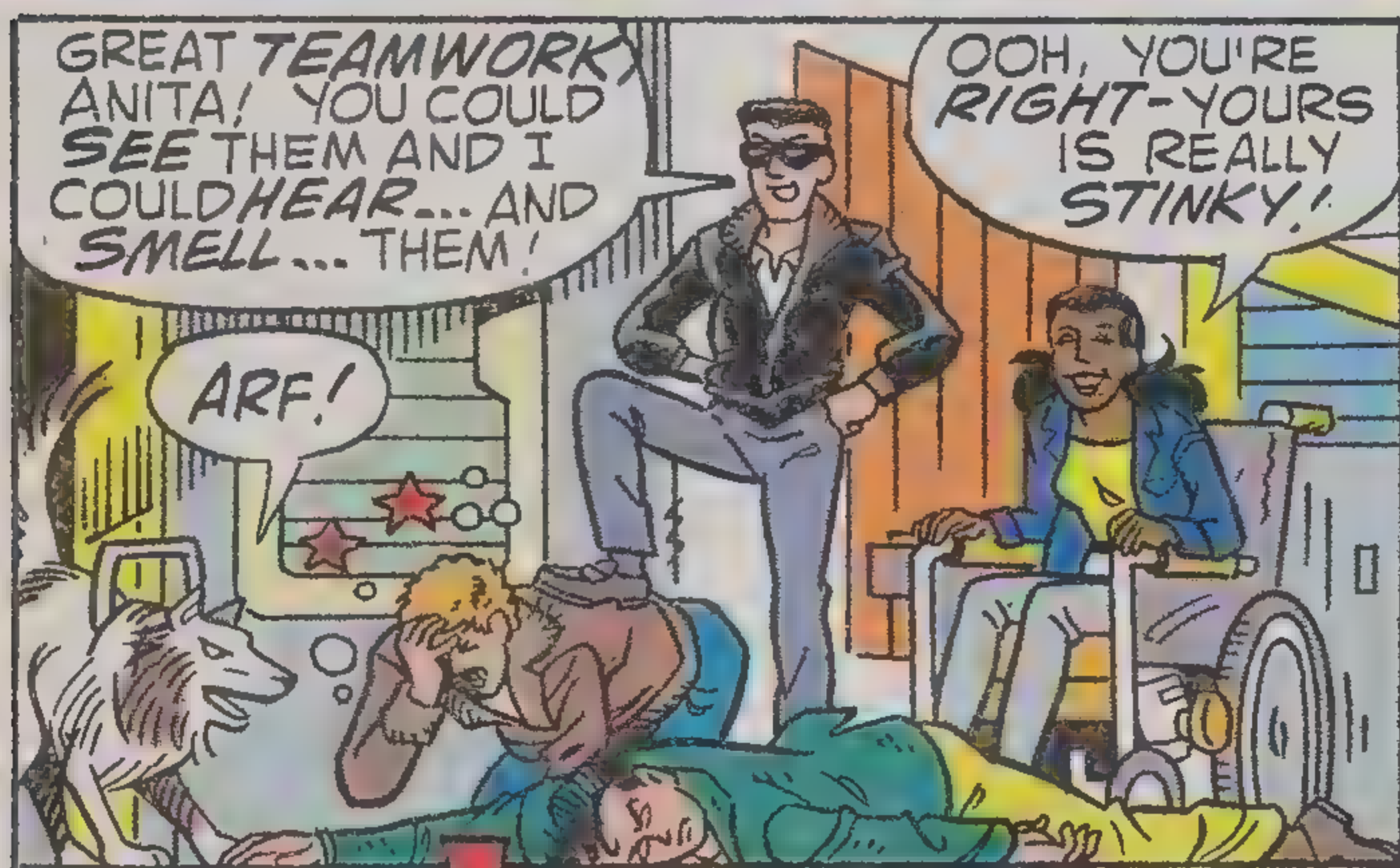
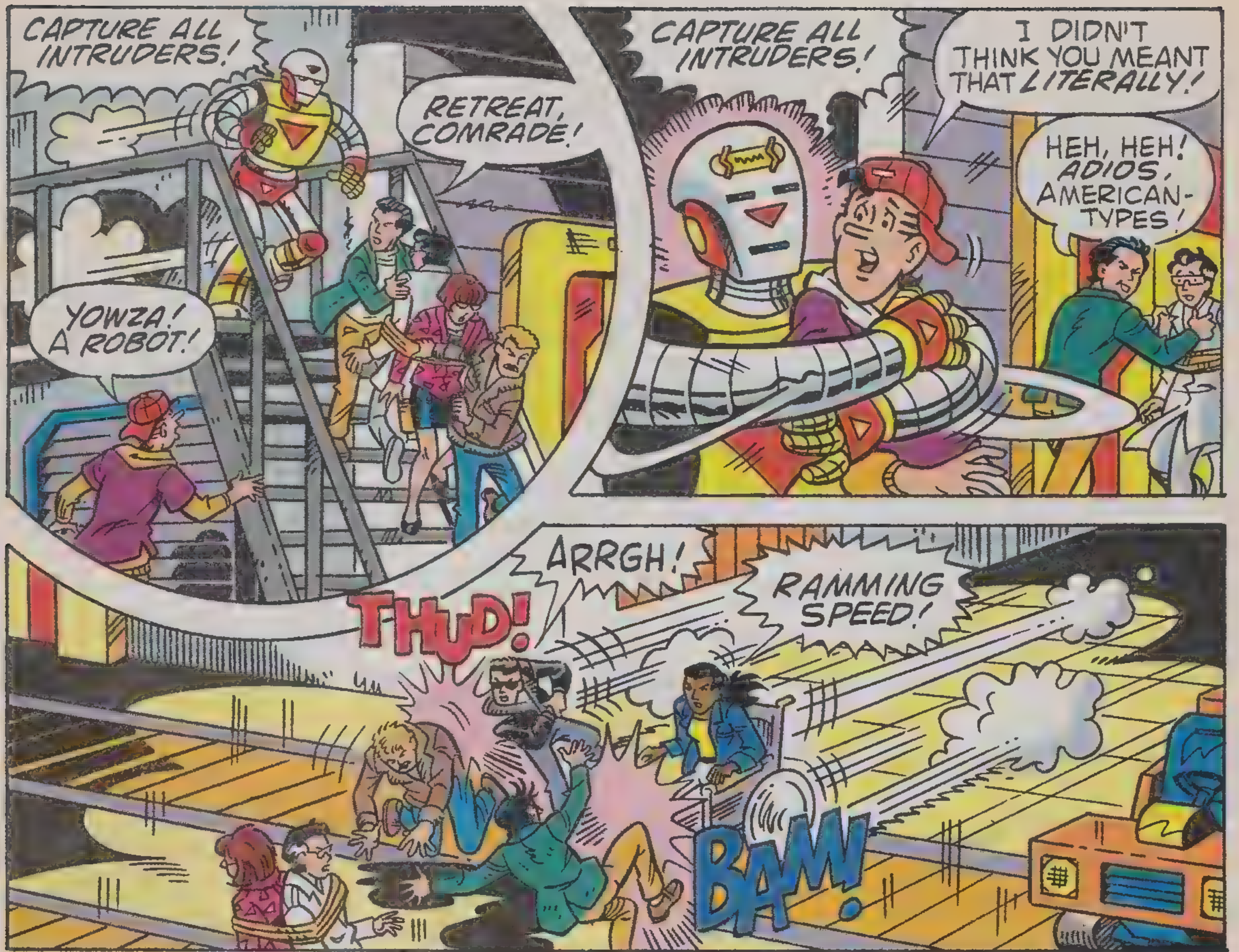
BOW-WOW!

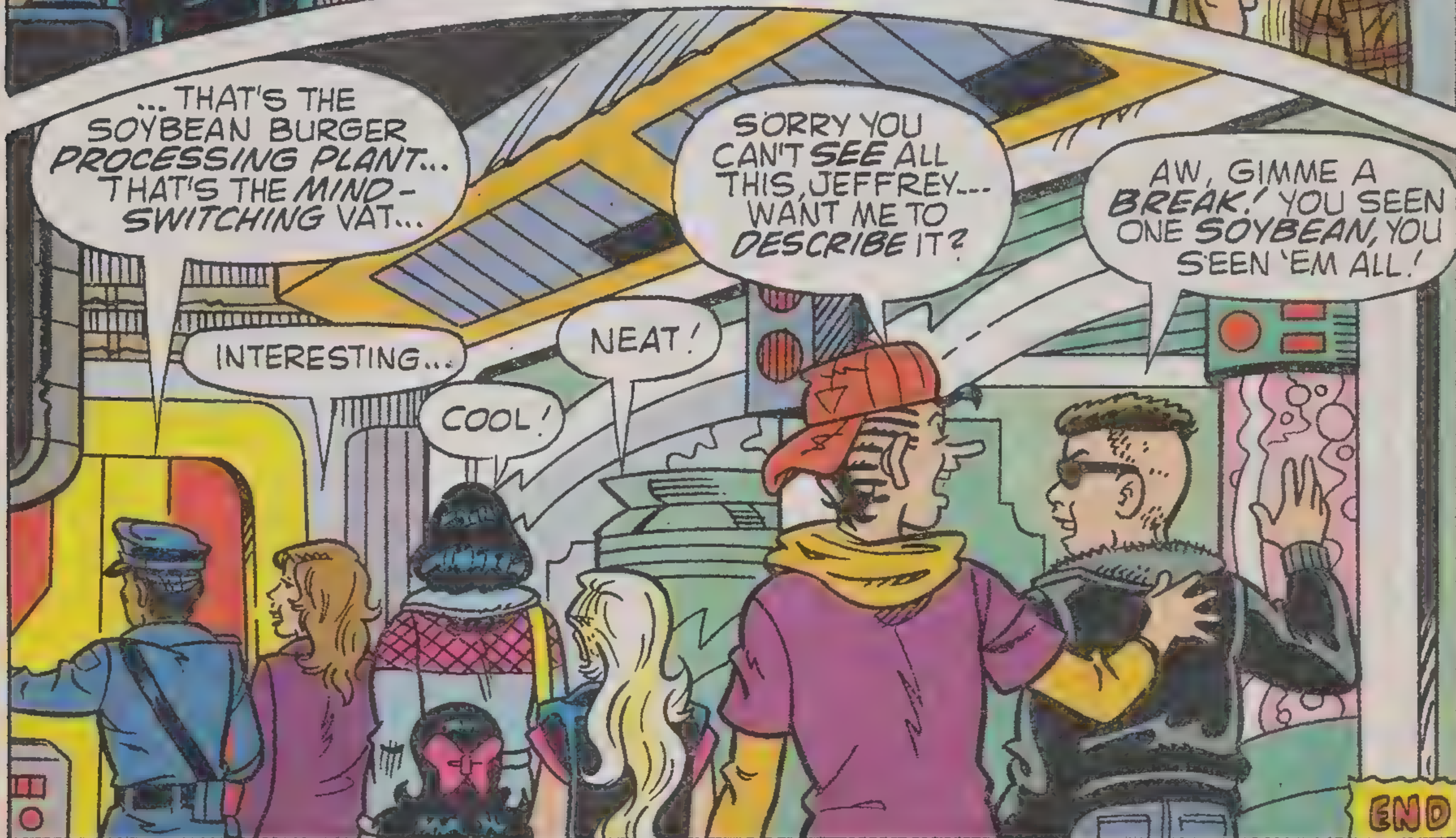
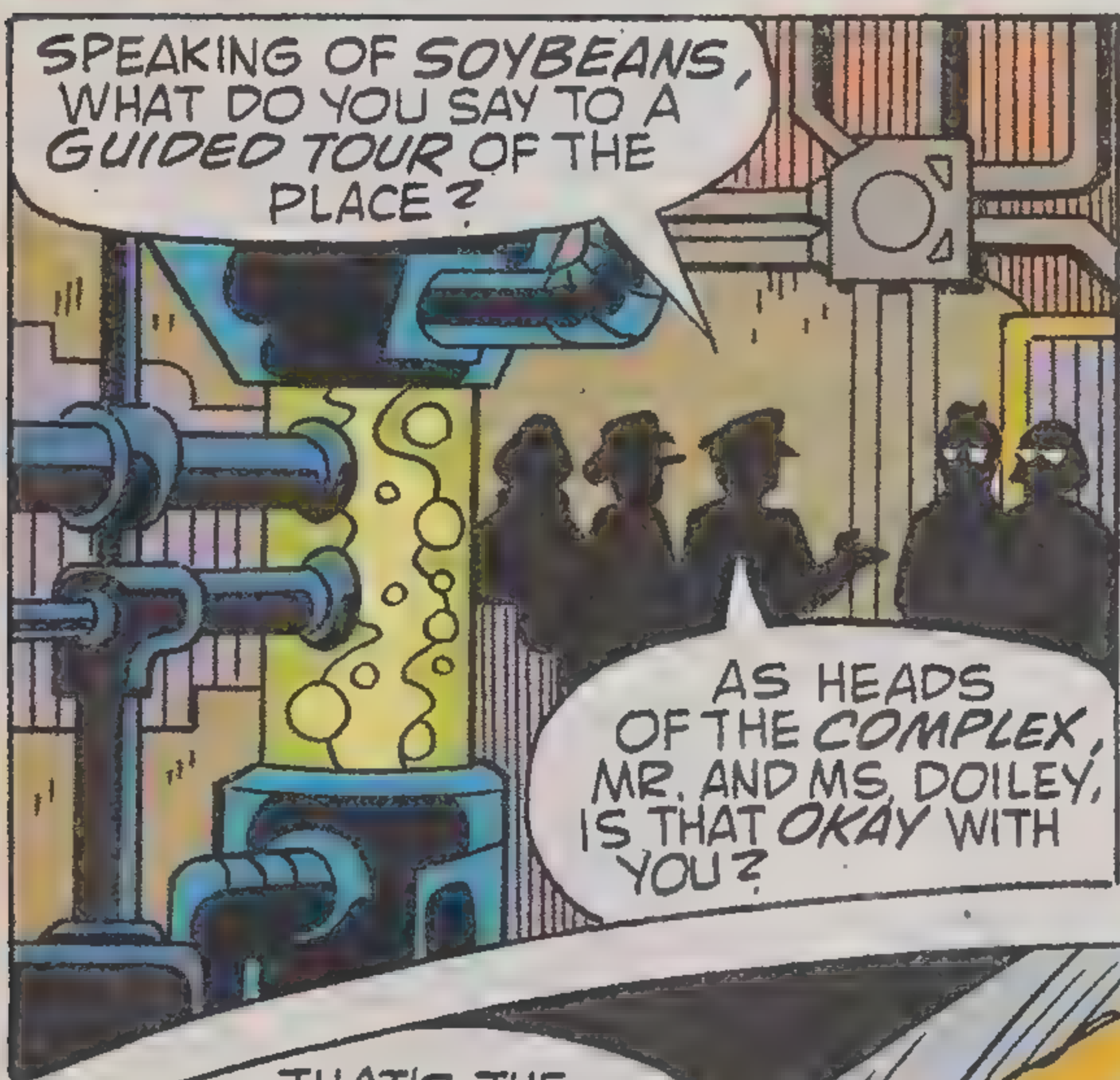
MEOW!

THEY'RE PROBABLY NOT CAPABLE OF GIVING A CHICKEN SOME LIPS!

OMIGOSH! THEY'VE GOT MY PARENTS!









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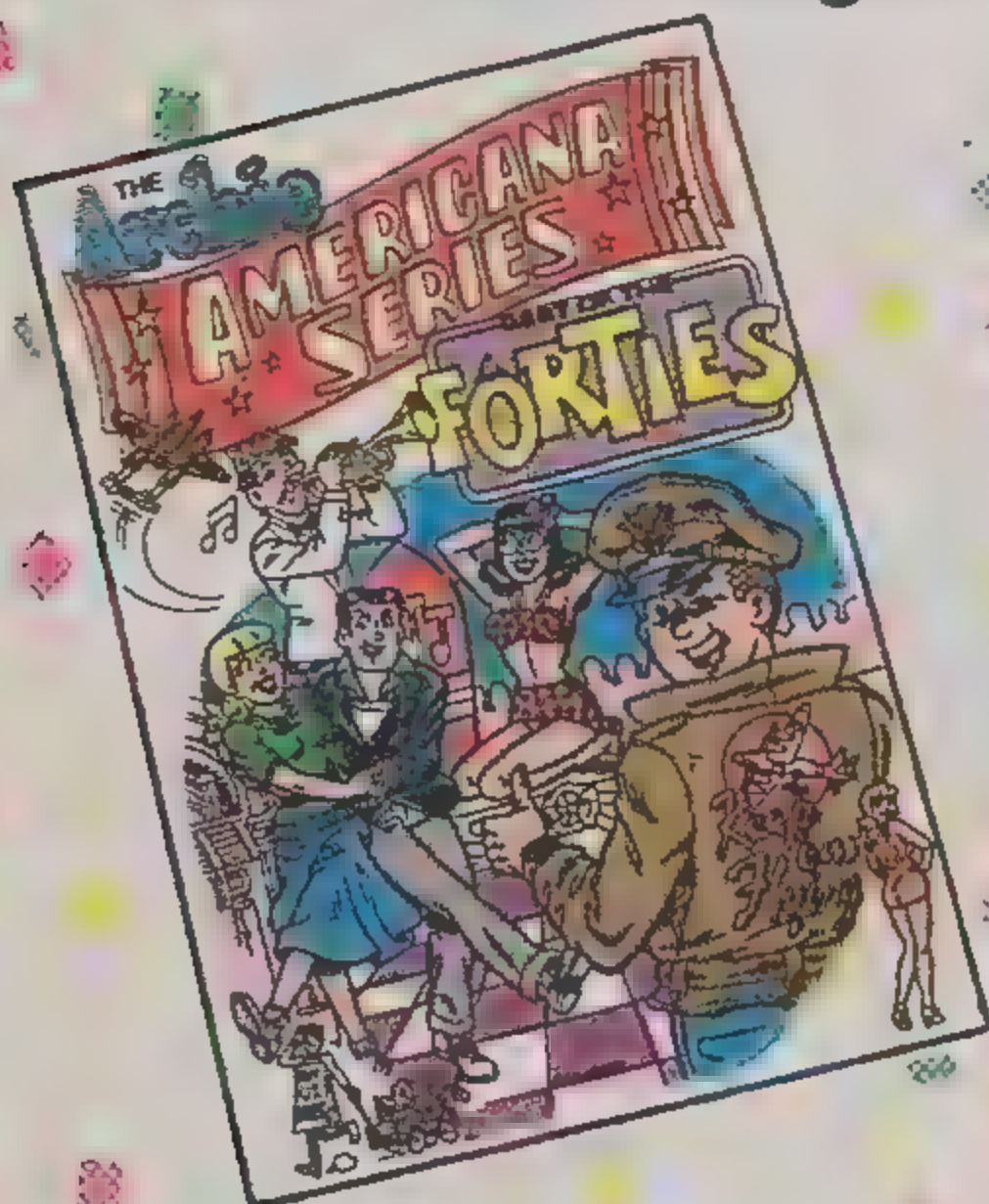
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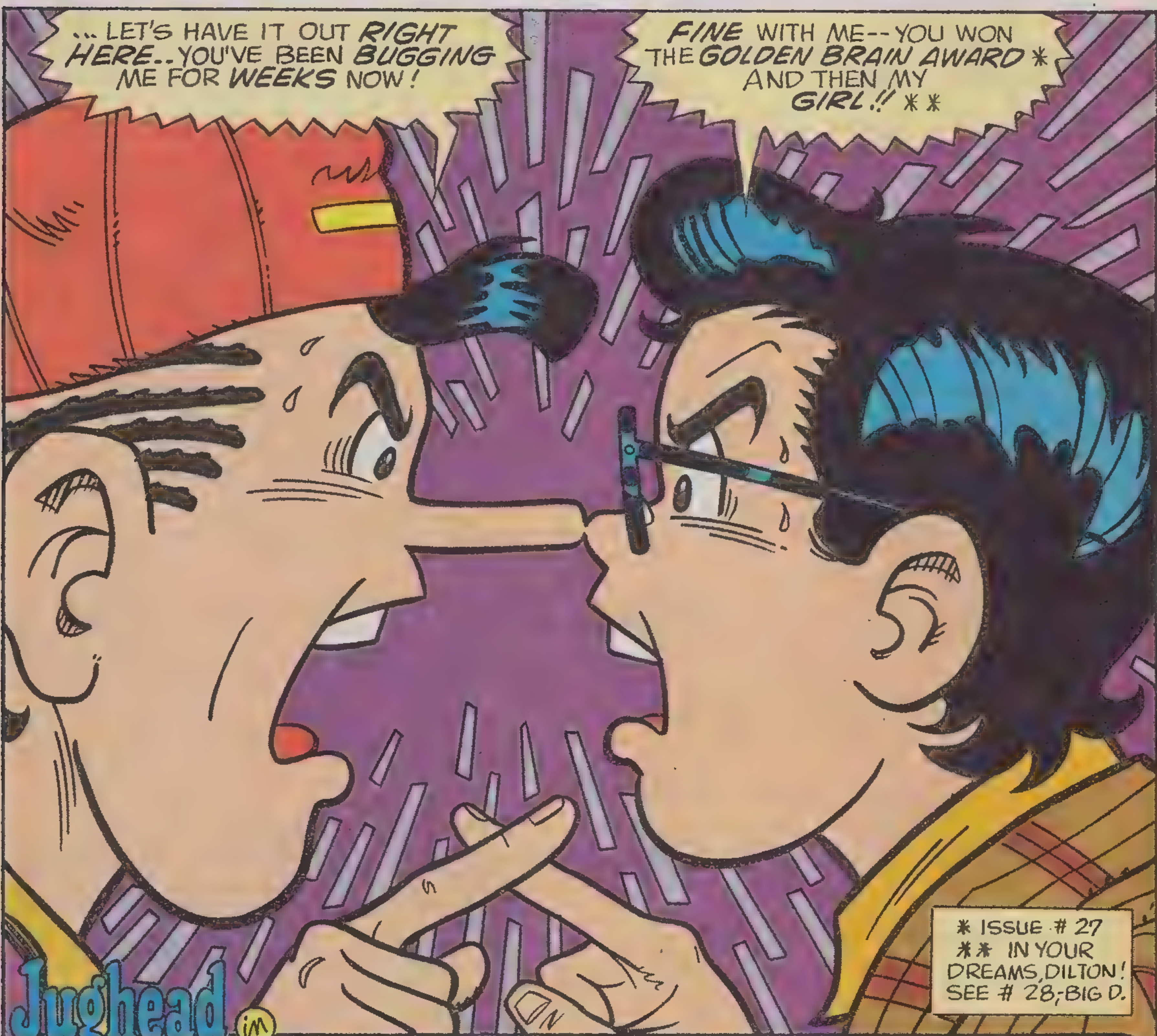
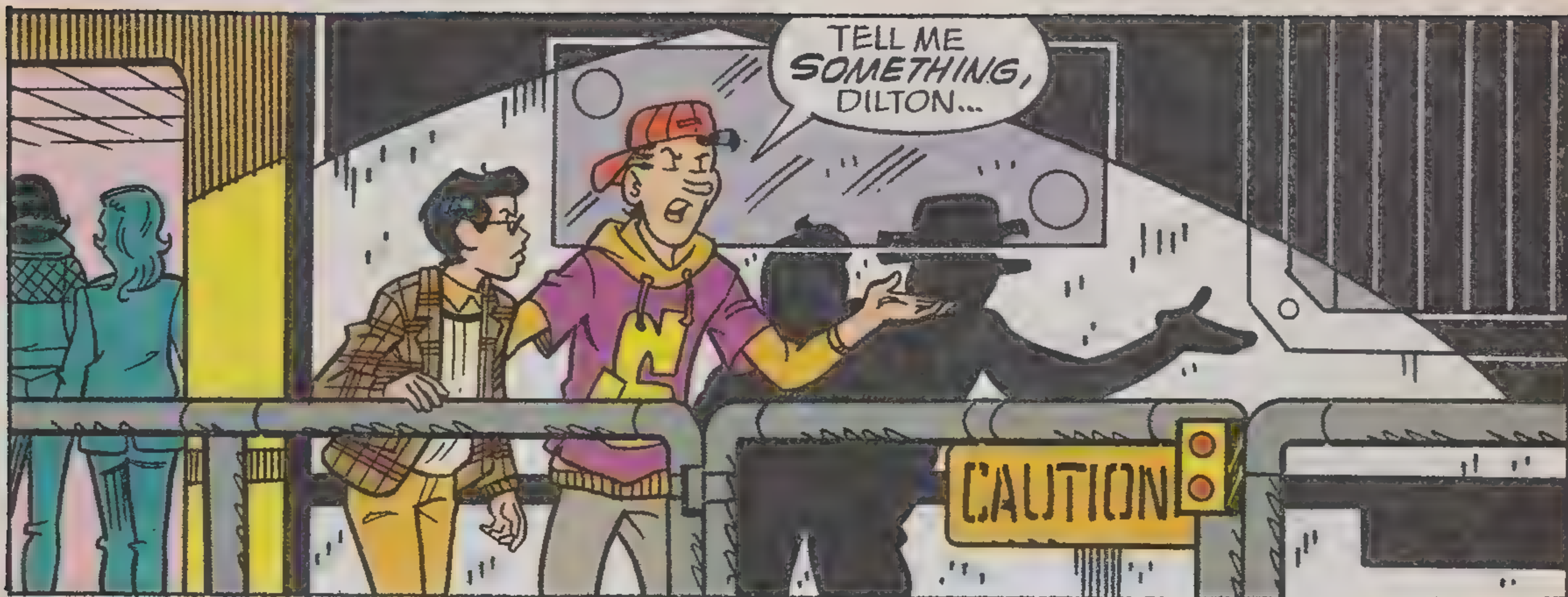
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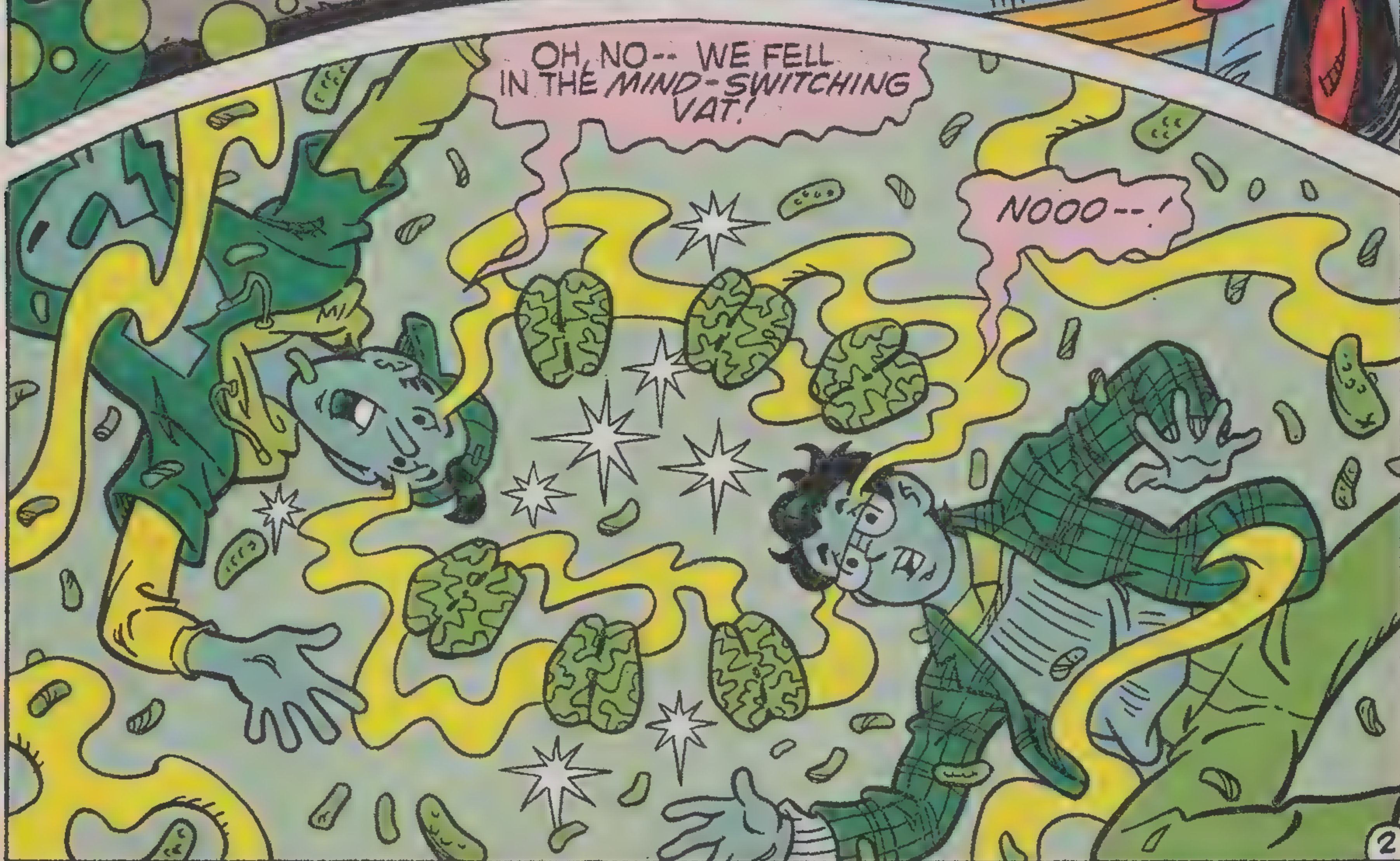
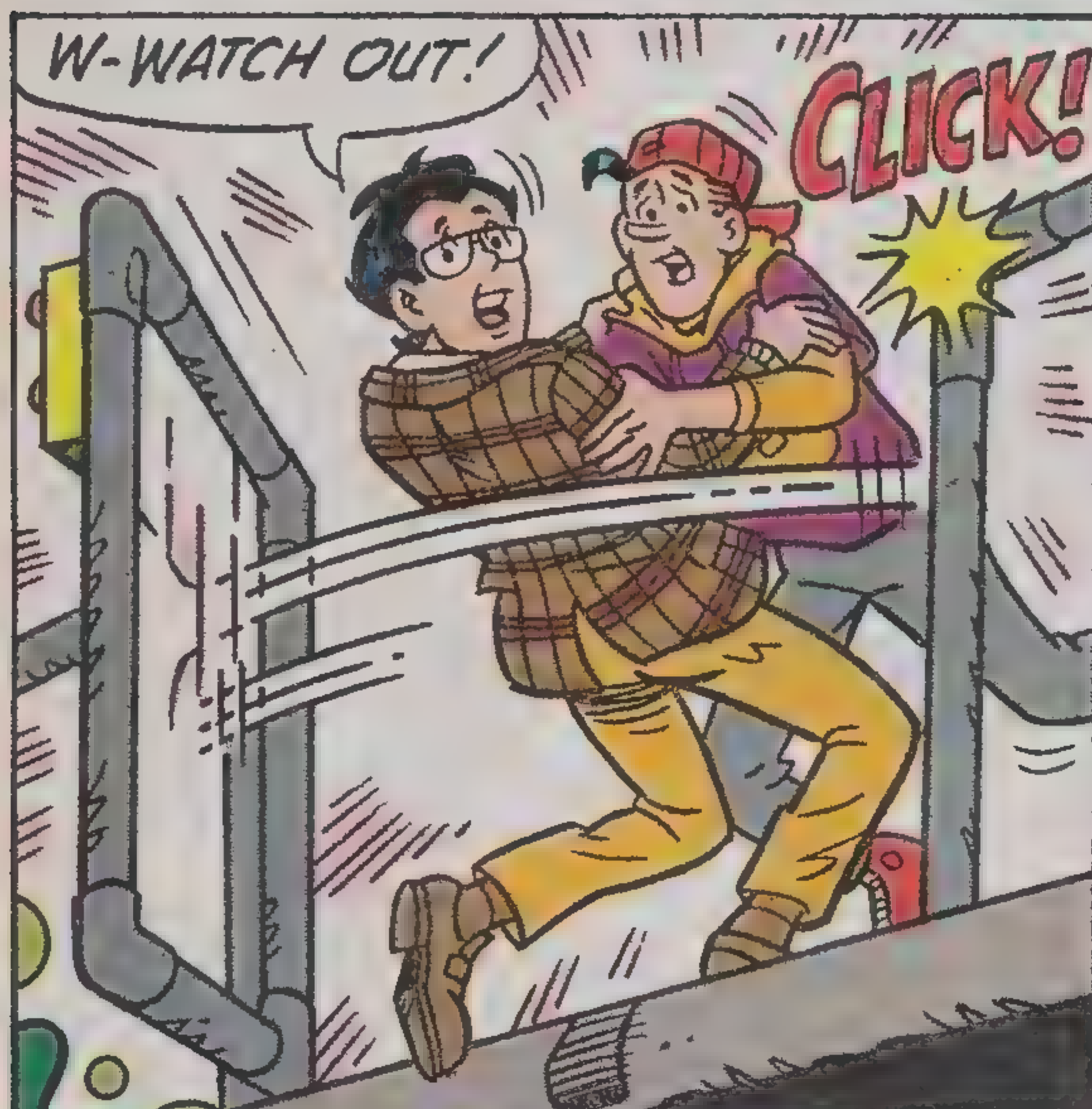


Jughead ⁱⁿ

* ISSUE # 27
** IN YOUR DREAMS, DILTON!
SEE # 28; BIG D.

WHOSE BRAIN IS THIS ANYWAY?

SCRIPT: MARK MCCLELLAN / BILL VALLELY PENCILS: REX W. LINDSEY • INKS: ROD OLLERENSHAW





BOY, WAS THAT DISGUSTING!

I'LL SAY!

WAIT, I'M TALLER AND SKINNY!

I'M IN JUGHEAD'S BODY!
AAAAAUUGH!

WAIT-I LOOK BETTER NOW!

HEELP!

I'M A TALL, THIN GUY IN SHORT, DUMPY BODY!! LIFE IS UNFAIR!

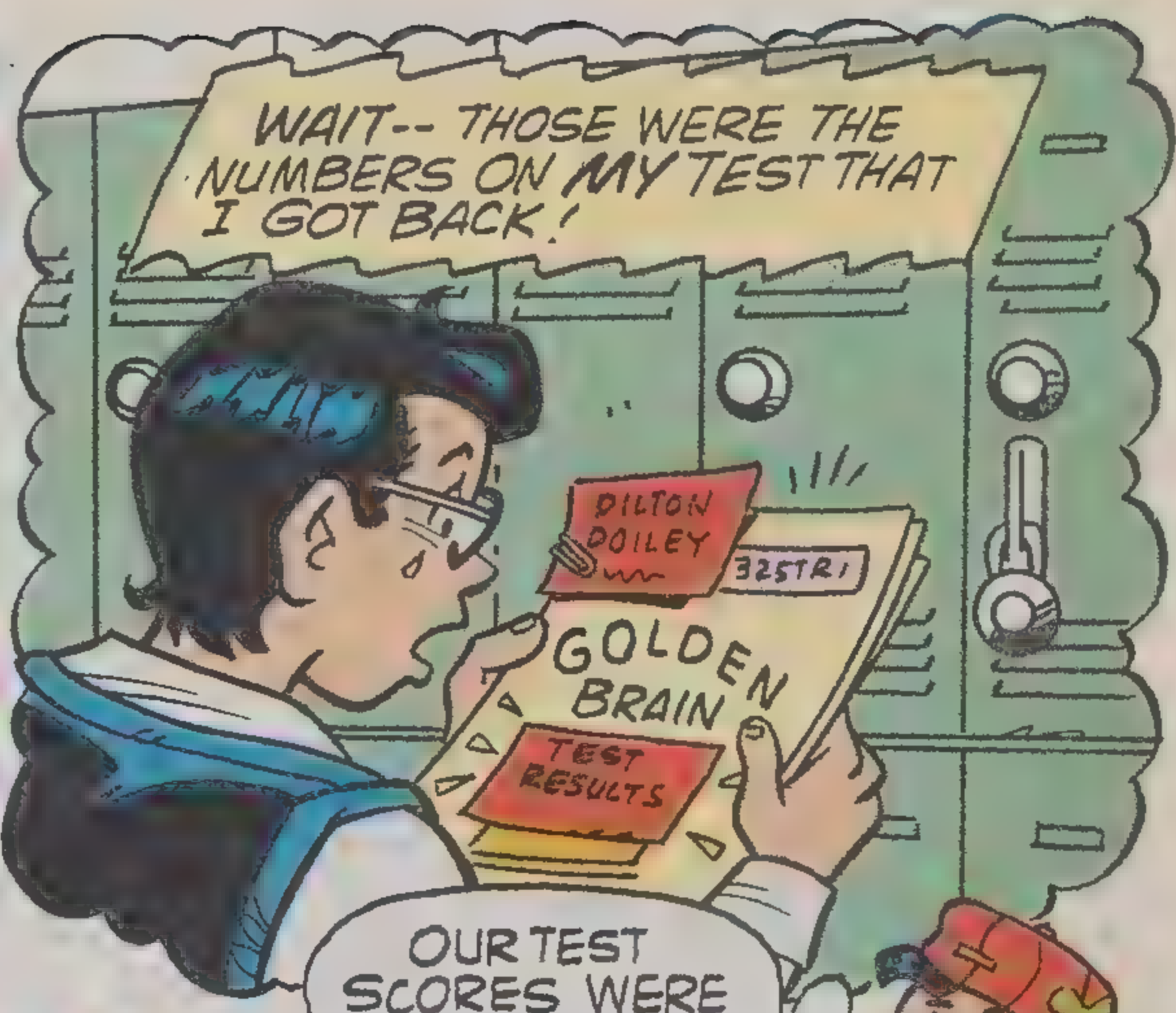
WAIT A MINUTE-I'M GETTING SOME OF YOUR OLD THOUGHTS!

THE DAY OF THE GOLDEN BRAIN TEST!



THAT'S THE TEST YOU
TURNED IN! YOUR
SUBCONSCIOUS GOT
EVERY DETAIL!

THANK YOU,
FORSYTHE!



WAIT-- THOSE WERE THE
NUMBERS ON MY TEST THAT
I GOT BACK!

OUR TEST
SCORES WERE
SWITCHED!



I'M THE
WINNER OF THE
GOLDEN BRAIN
AWARD!

I KNEW IT,
I KNEW I ONLY
MISSED ONE
QUESTION!

I KNEW JUGHEAD
WAS A MORON! ALL'S
RIGHT WITH THE
WORLD!! I'M A
HAPPY BOY!

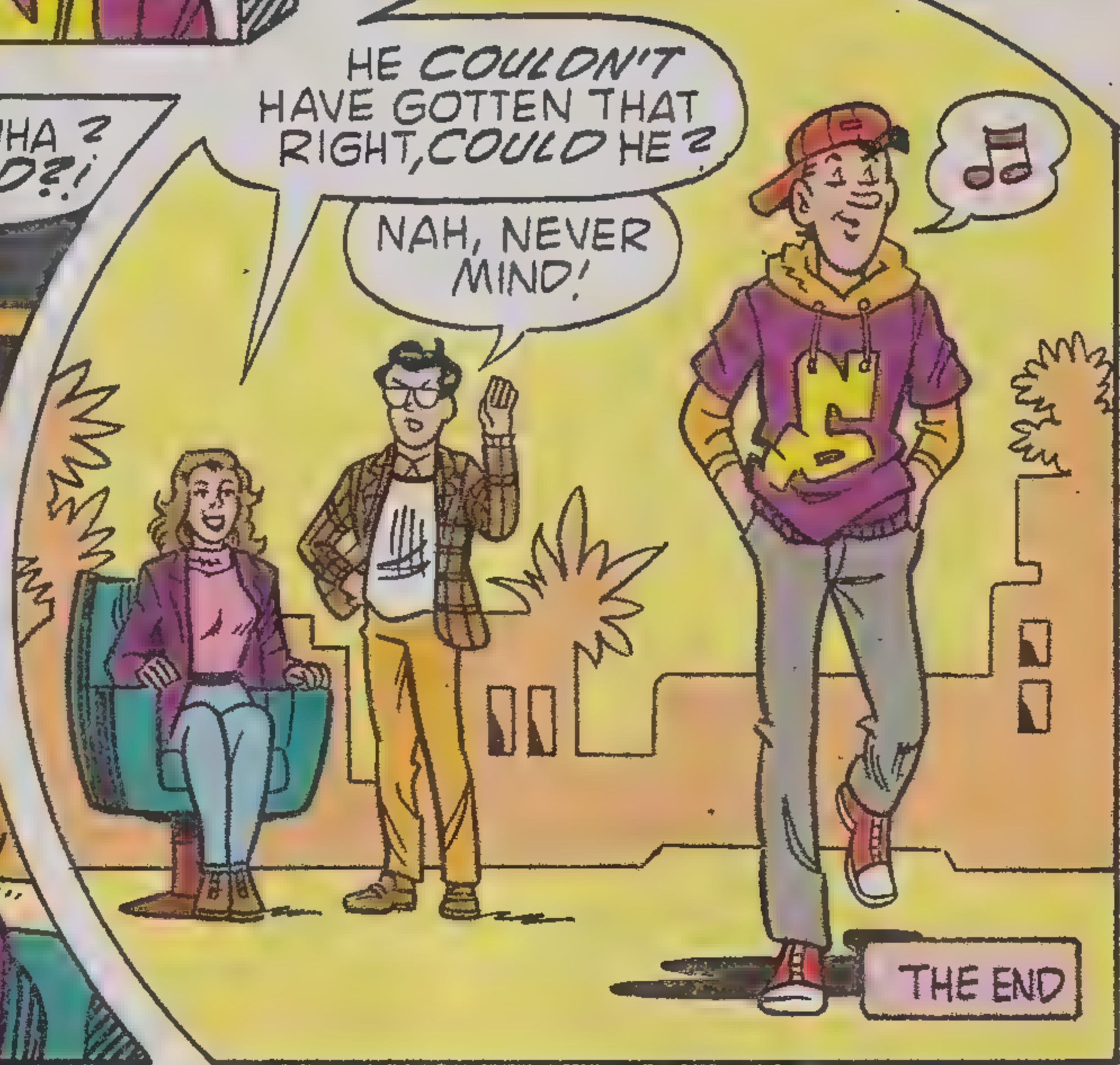
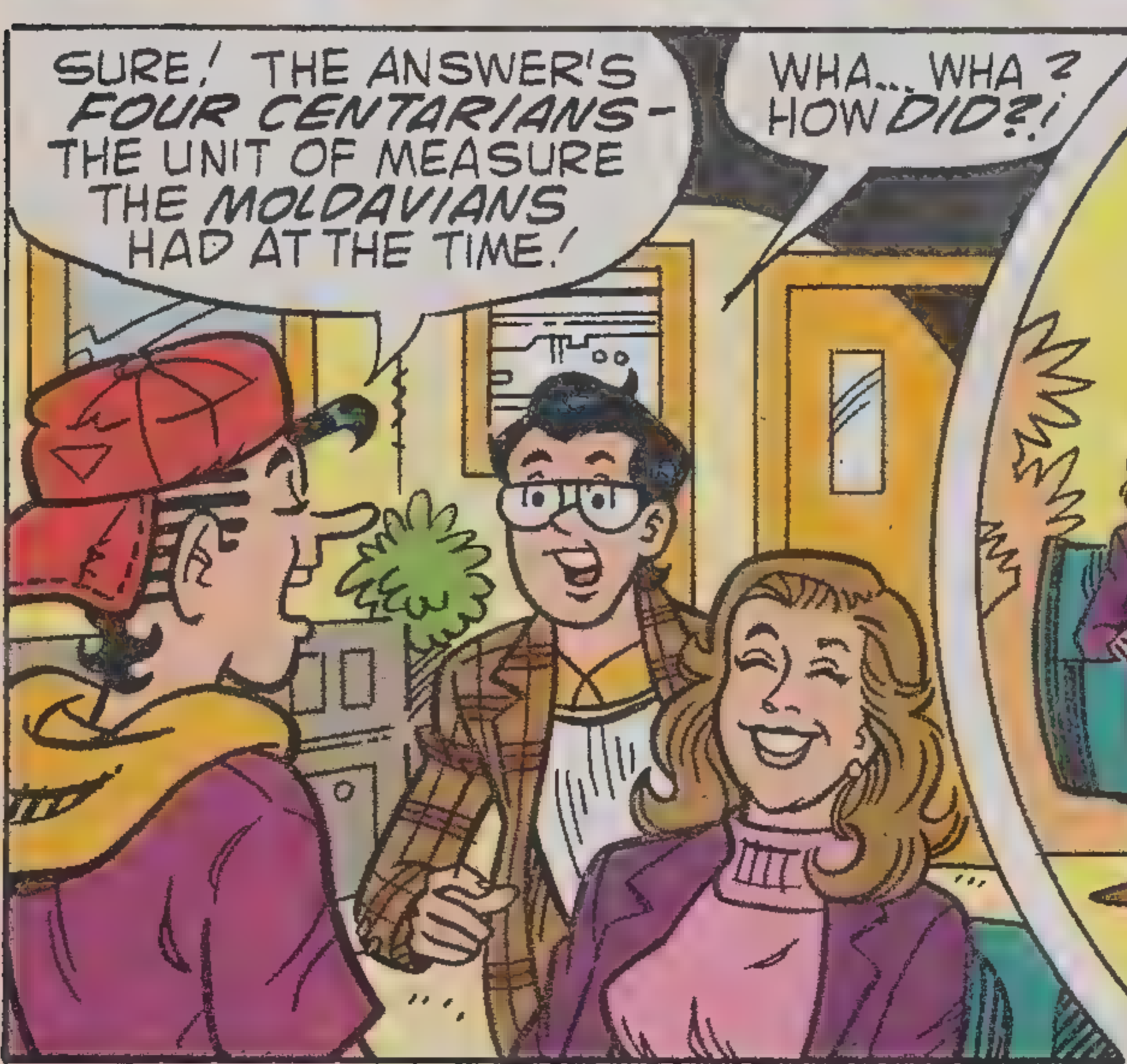
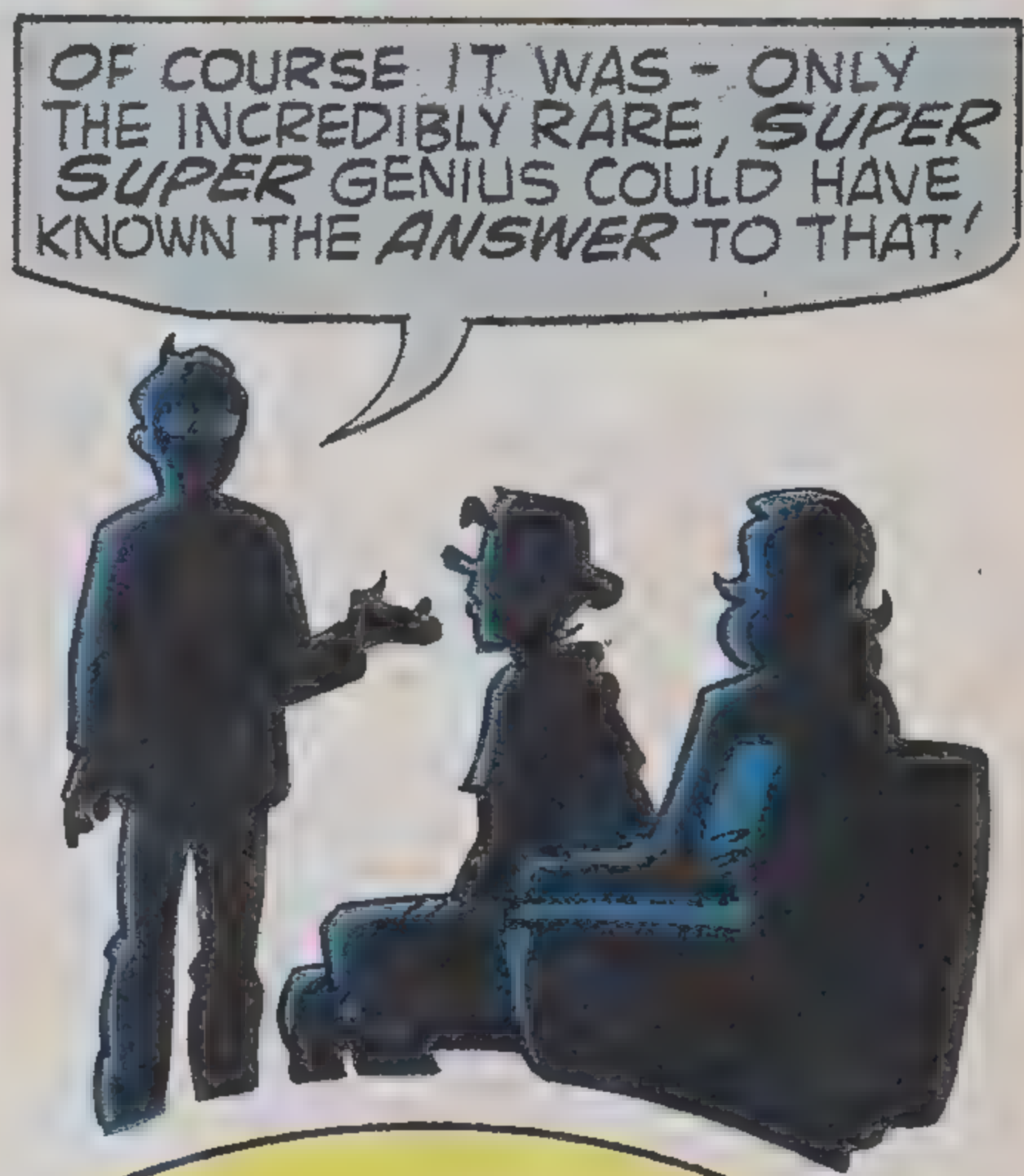
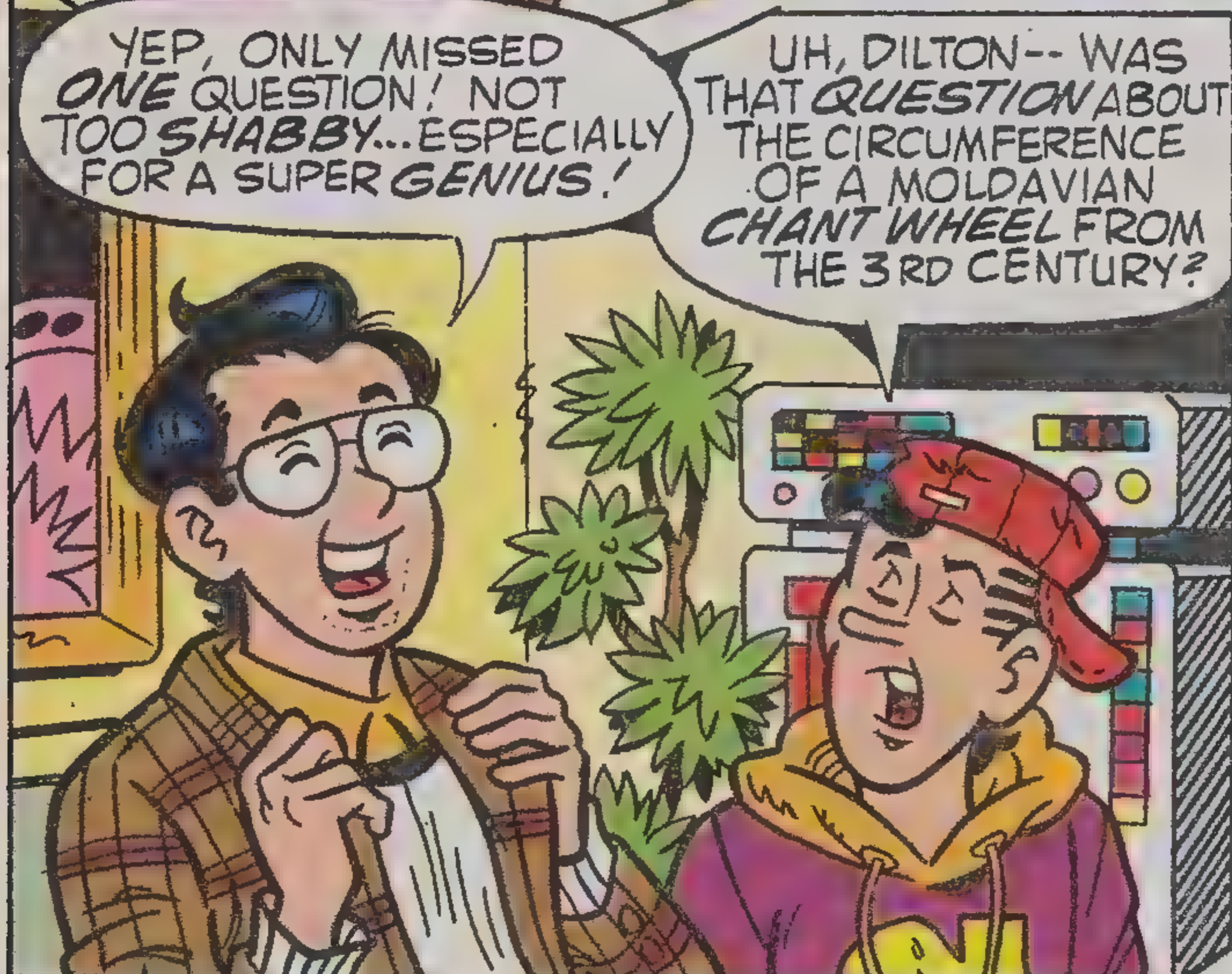
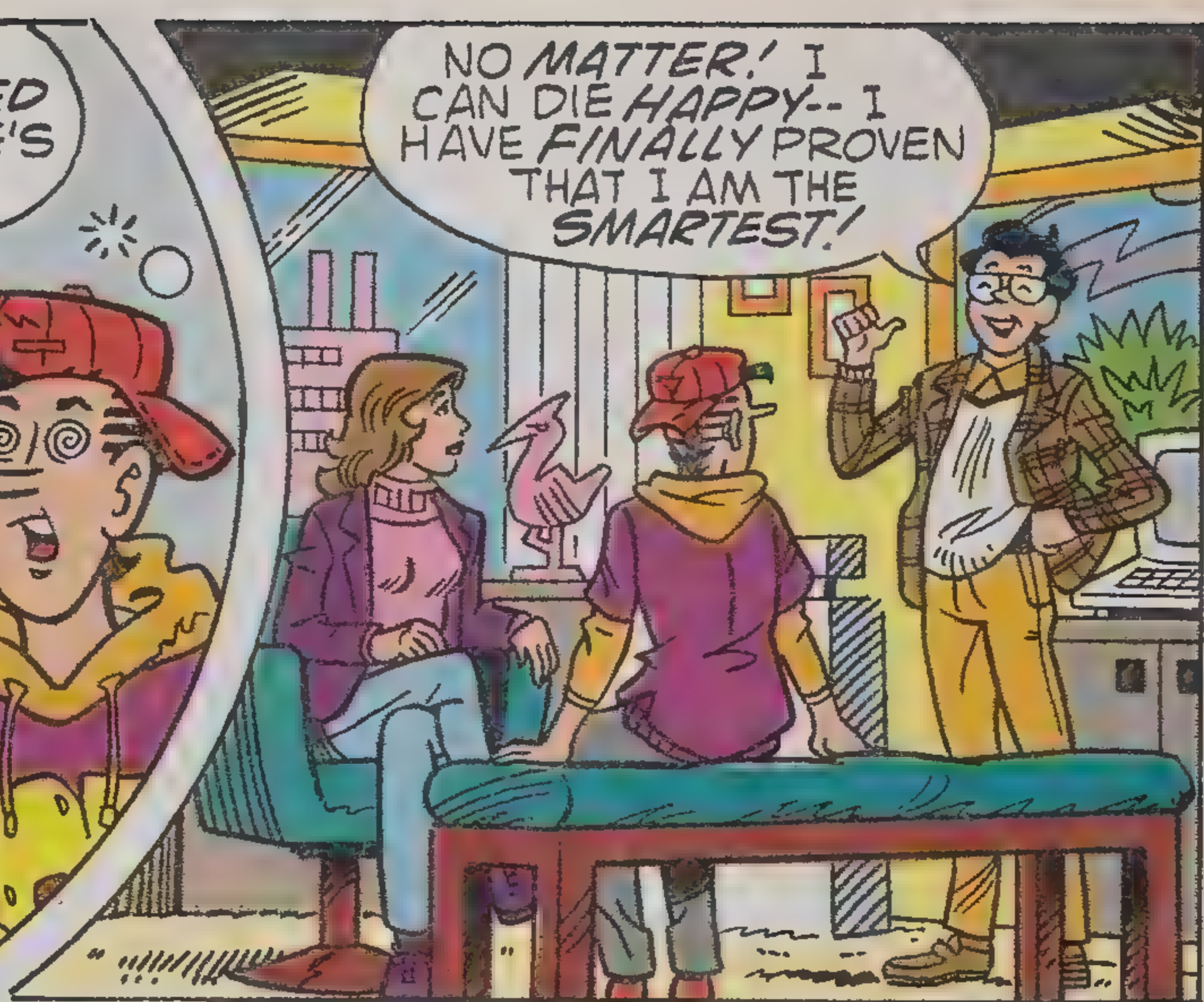
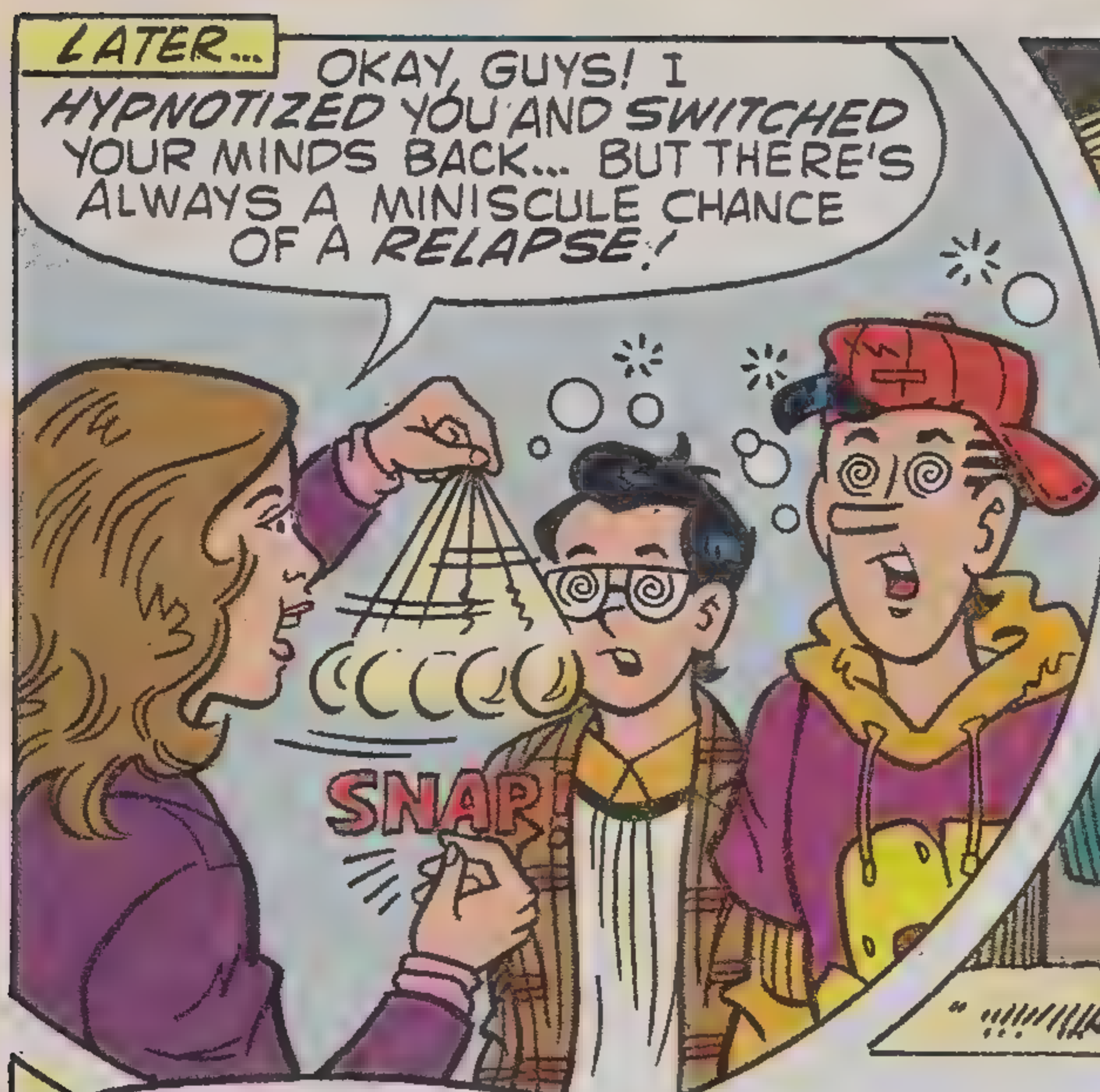
AND THAT'S FIND
SARA, THE ONLY
PERSON WHO CAN
STRAIGHTEN OUT THIS
MESS! GOSH, I HATE IT
WHEN DILTON'S RIGHT!



GUESS THERE'S
ONLY ONE THING
TO DO...



YES!



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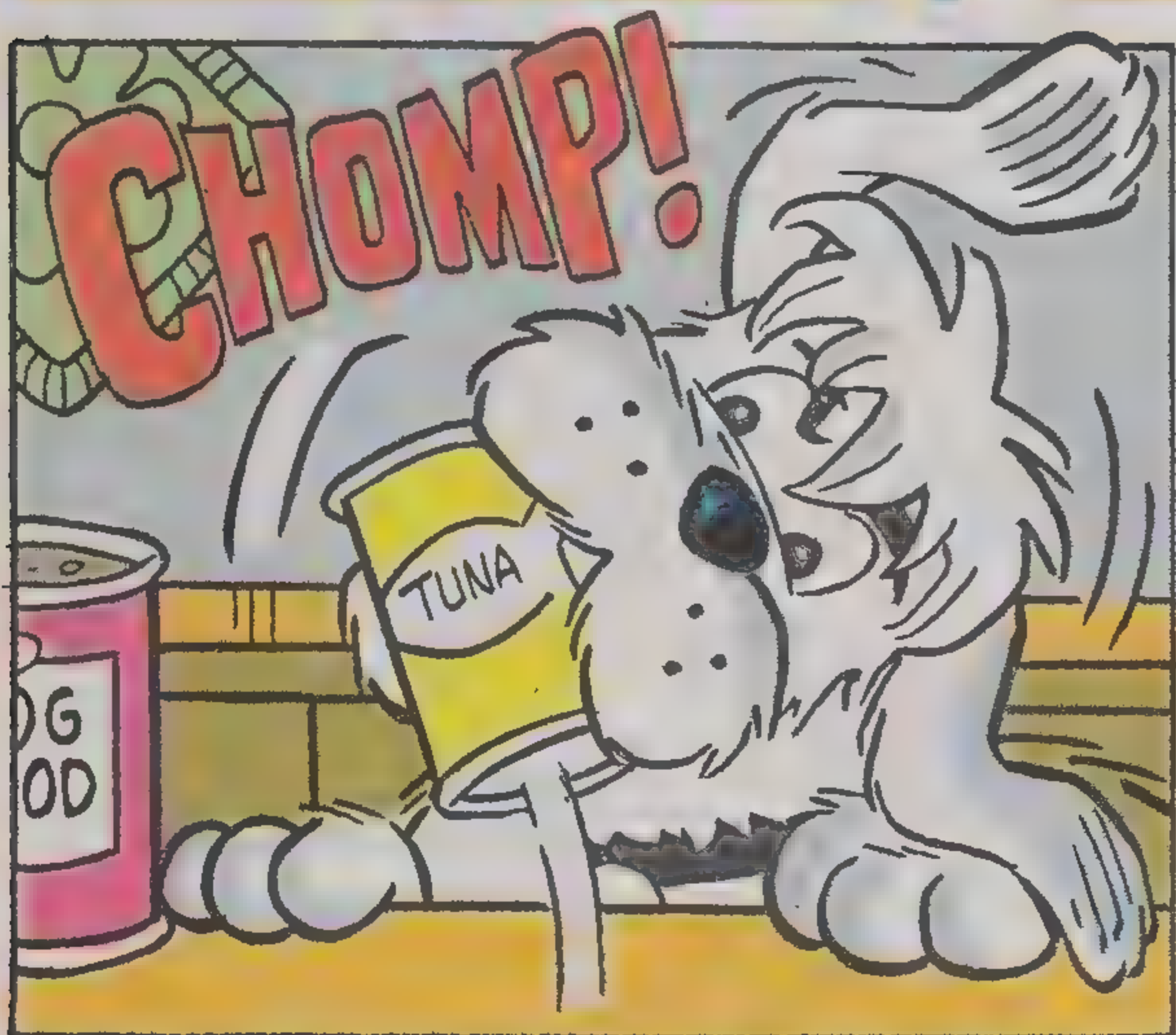
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Hot Dog "TUNA SURPRISE"

WRITER: PAUL CASTIGLIA

PENCILS: BILL GOLLIHER

INKER: HENRY SCARPELLI





Editor's NOTEBOOK

Dear Archie Readers,

It's convention time again in New York. On January 11th and 12th there will be a **Great Eastern Comic Convention** held at the Pennsylvania Hotel, Seventh Avenue at West 33rd Street, opposite Madison Square Garden. So, as I always say, if you live or are visiting in the New York City area, stop by and say "Hello." The guest list for this convention includes Dan DeCarlo, Stan Goldberg, Rex Lindsey, Dan Parent, Bill Golliher, and Paul Castiglia. You'll also have an opportunity to meet our

newest editor, Daryl Edelman (Jughead, Betty & Me, Veronica and Little Archie Digest). There are some new titles coming your way from Archie Comics.

Next month be on the lookout for

Teenage Mutant Ninja Turtles Present Mighty Mutanimals #1, April.

The following month (on sale March) get ready for **ZEN INTERGALACTIC NINJA #1.**

This cosmically cool hero from another planet is here to battle the ultimate threat to Earth's ecological balance. A definite **close encounter**. *Don't miss it!*

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Archie

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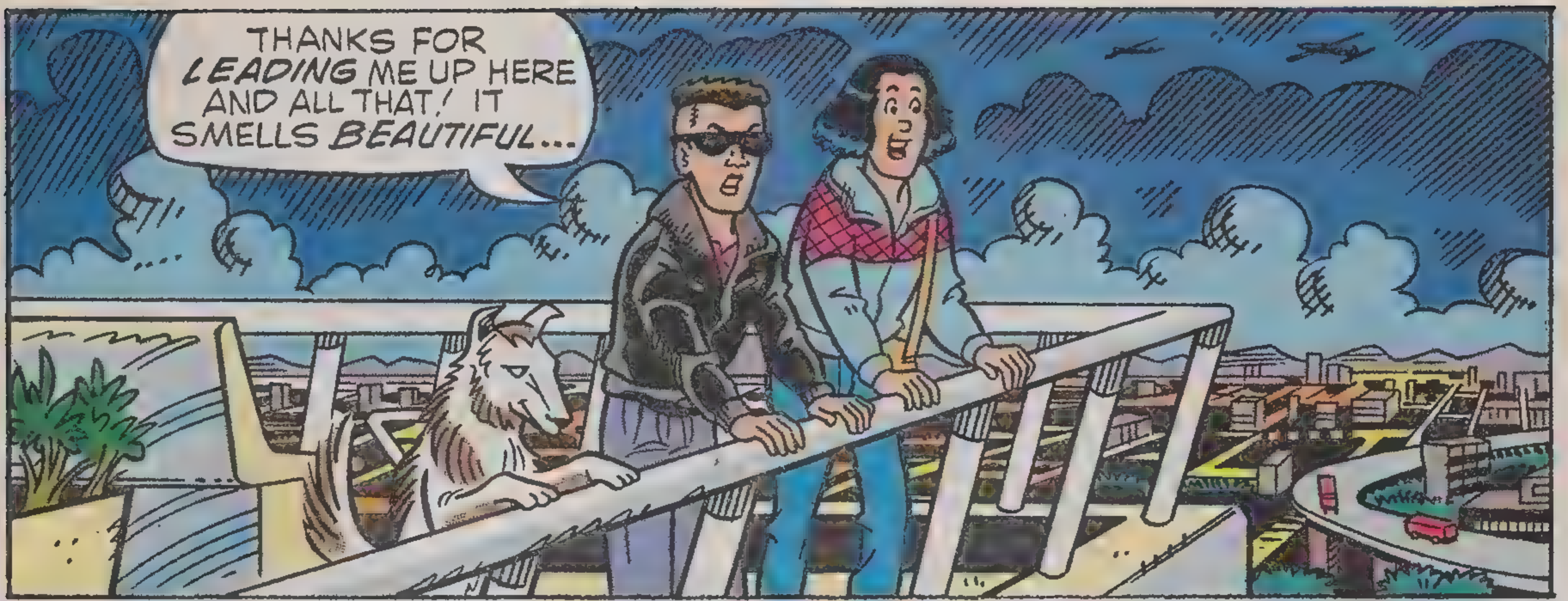
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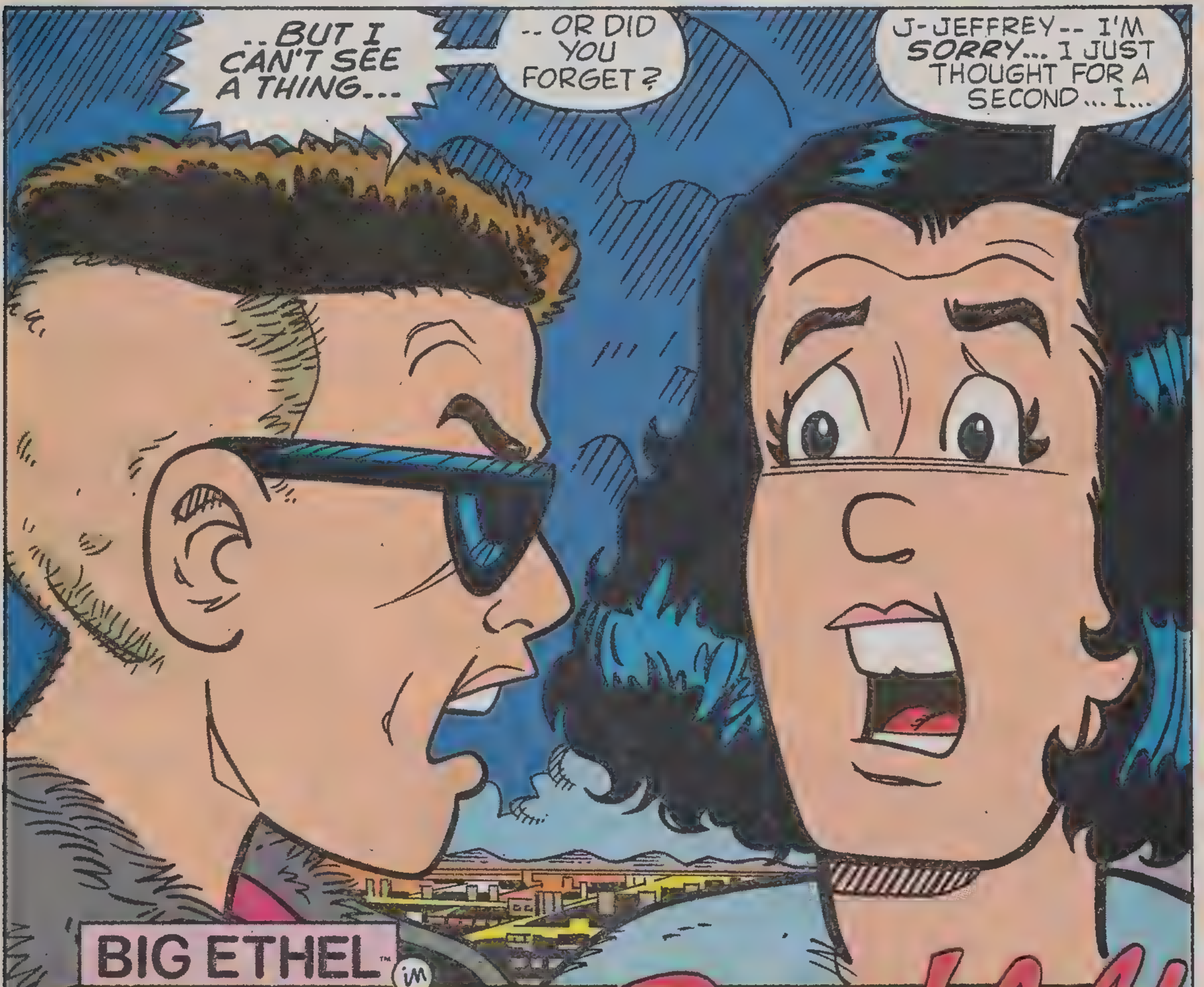
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THANKS FOR
LEADING ME UP HERE
AND ALL THAT! IT
SMELLS BEAUTIFUL...



...BUT I
CAN'T SEE
A THING...

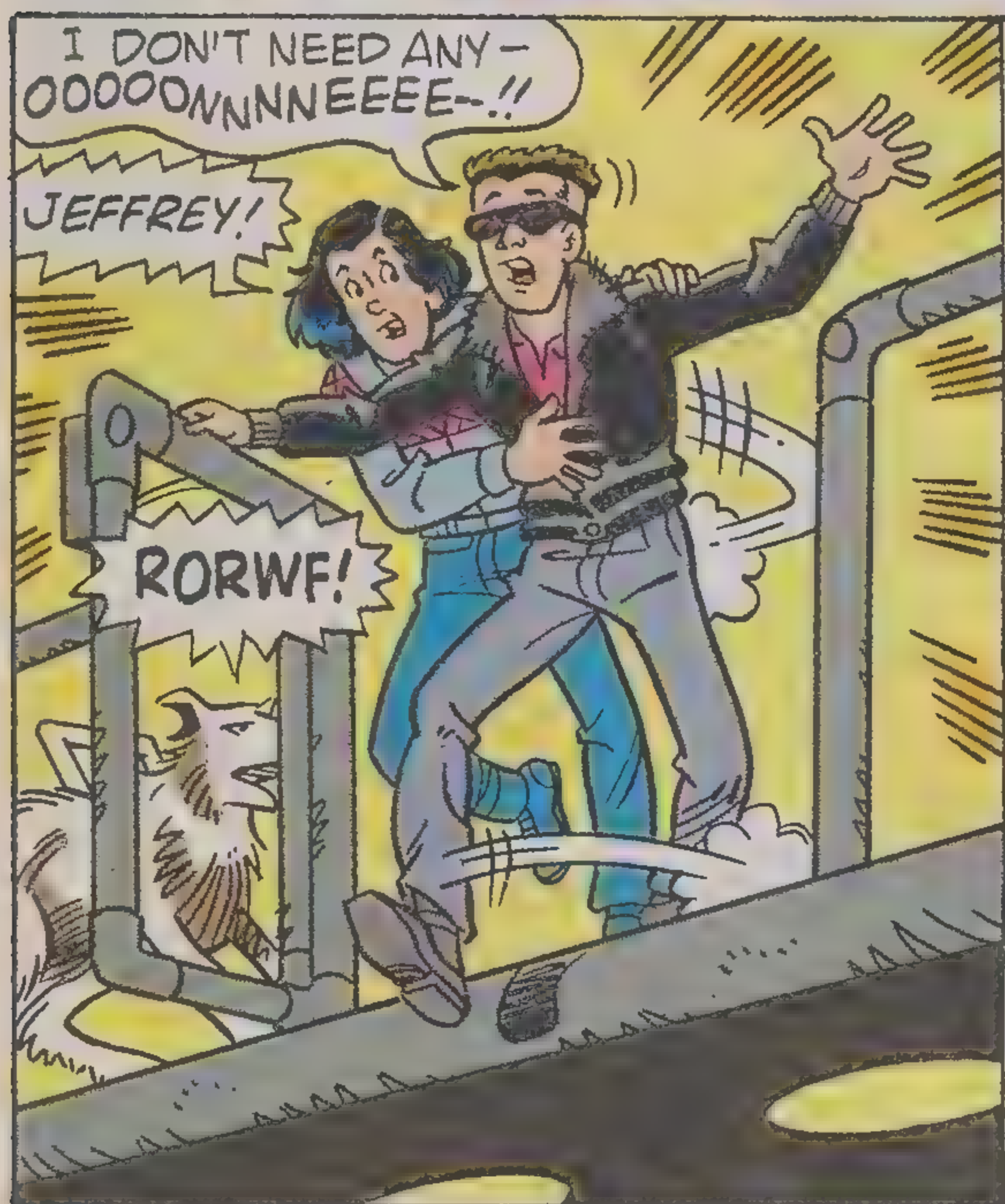
...OR DID
YOU
FORGET?

J-JEFFREY-- I'M
SORRY... I JUST
THOUGHT FOR A
SECOND... I...

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YOUR BRAIN IS *Beautiful!!*

SCRIPT: MARK MCCLELLAN / BILL VALLELY • PENCILS: REX LINDSEY - INKING: ROD OLLERENSHAW





UHHHH...
THERE'S SOME WATER
IN MY EYE...

...AND THERE'S
SOMETHING BRIGHT
IN MINE!

I CAN
SEE! I
CAN SEE!

I CAN'T
SEE! I
CAN'T
SEE!

FIRST I'LL
WATCH HOURS OF MTV
UNTIL MY EYES POP OUT,
THEN I'M GOING TO STARE
AT BIKINIS UNTIL MY EYES
WATER* AND THEN--

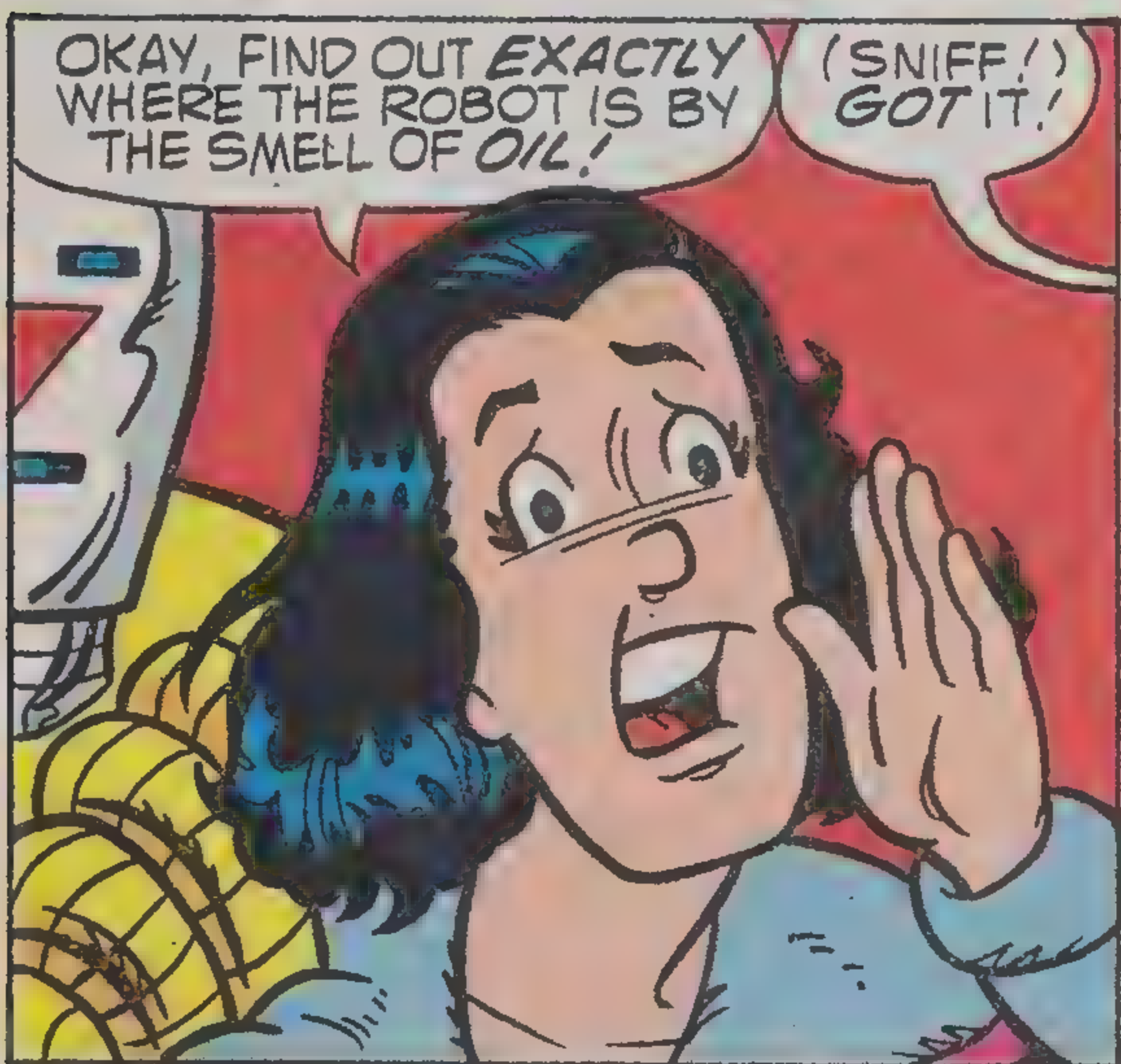
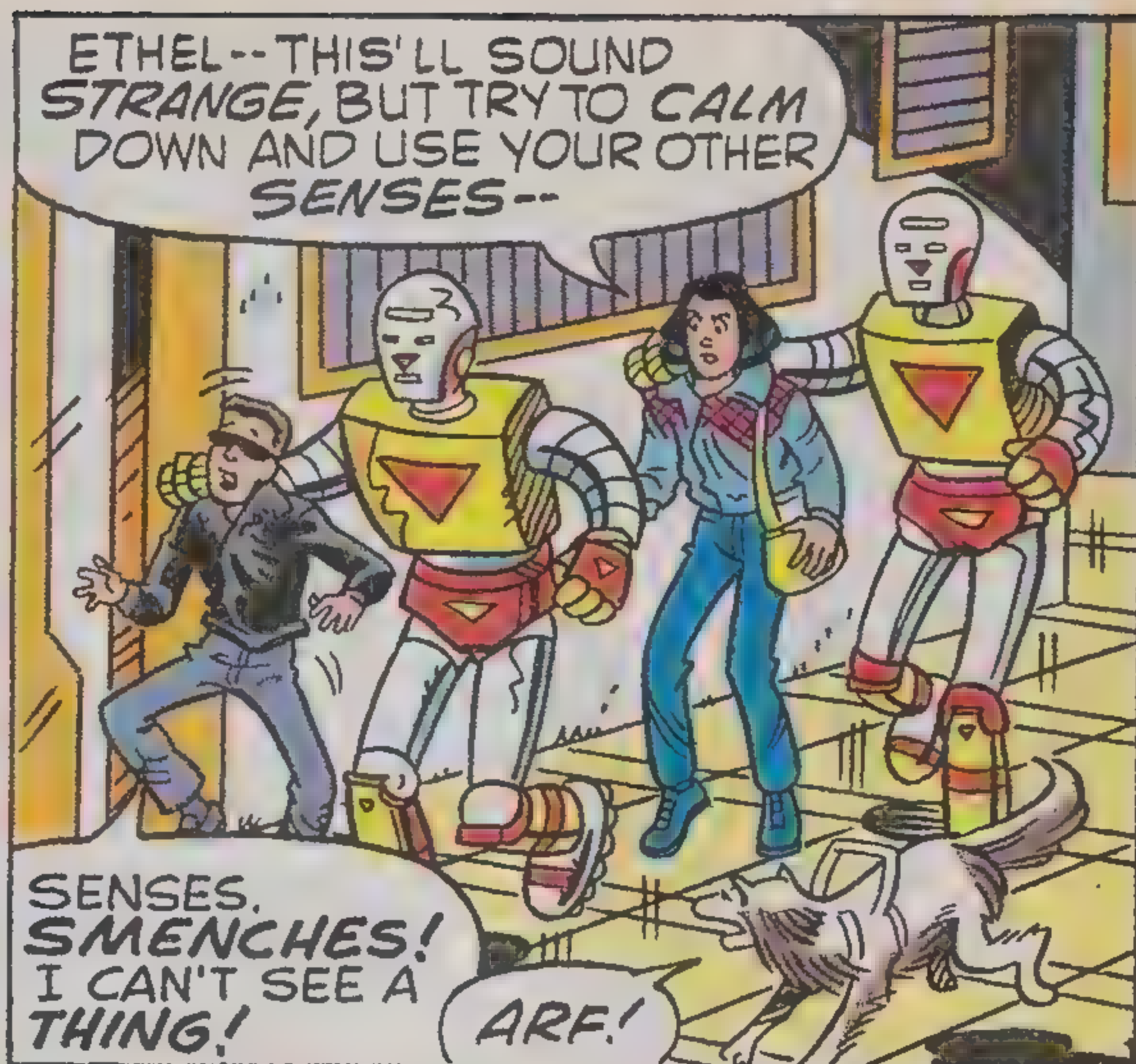
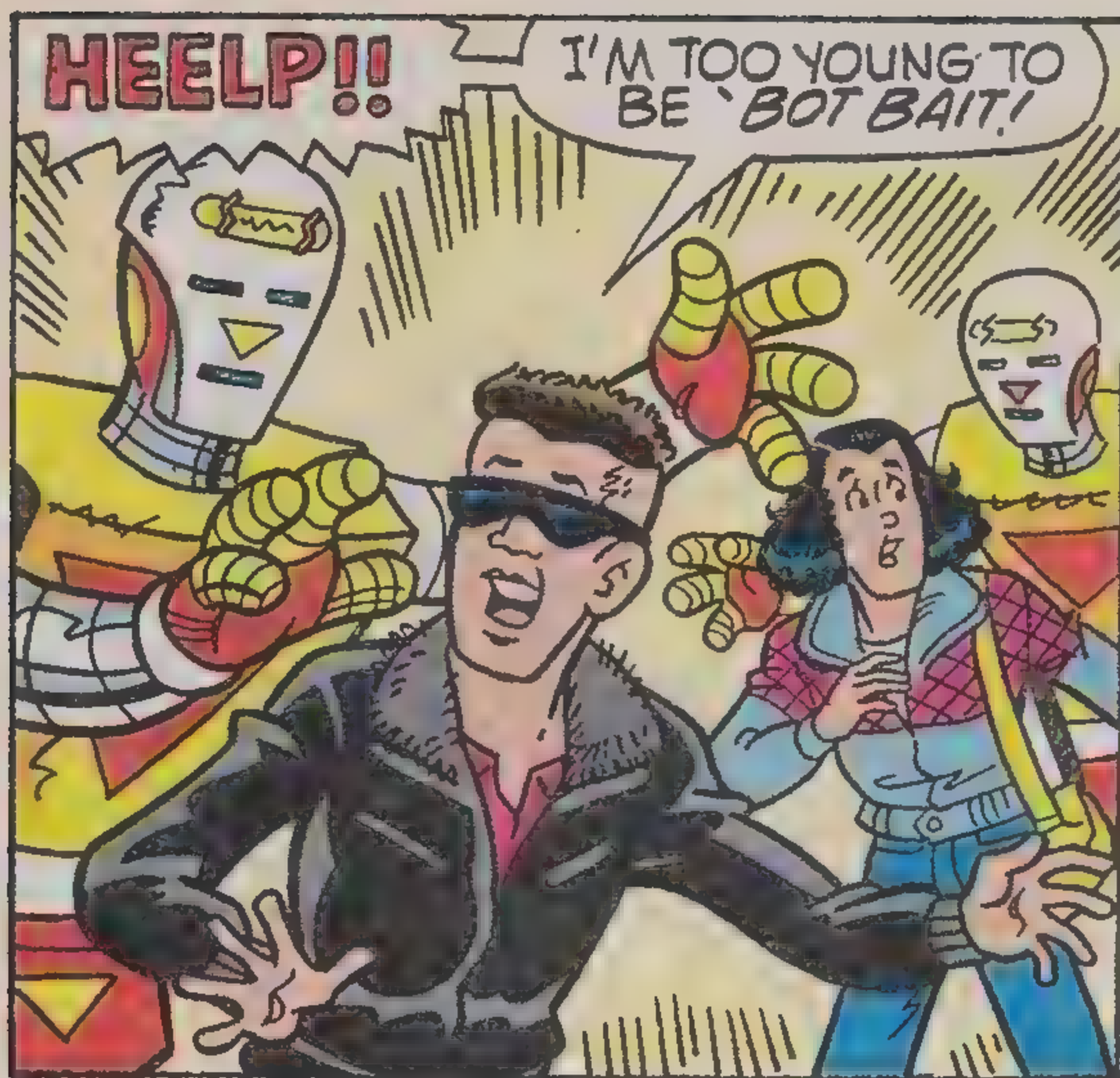
* KIDS-DON'T DO THIS! JEFFREY
DOESN'T KNOW WHAT HE'S TALKING
ABOUT! NOW THE MTV THING...
- EYEBALLS EDELMAN

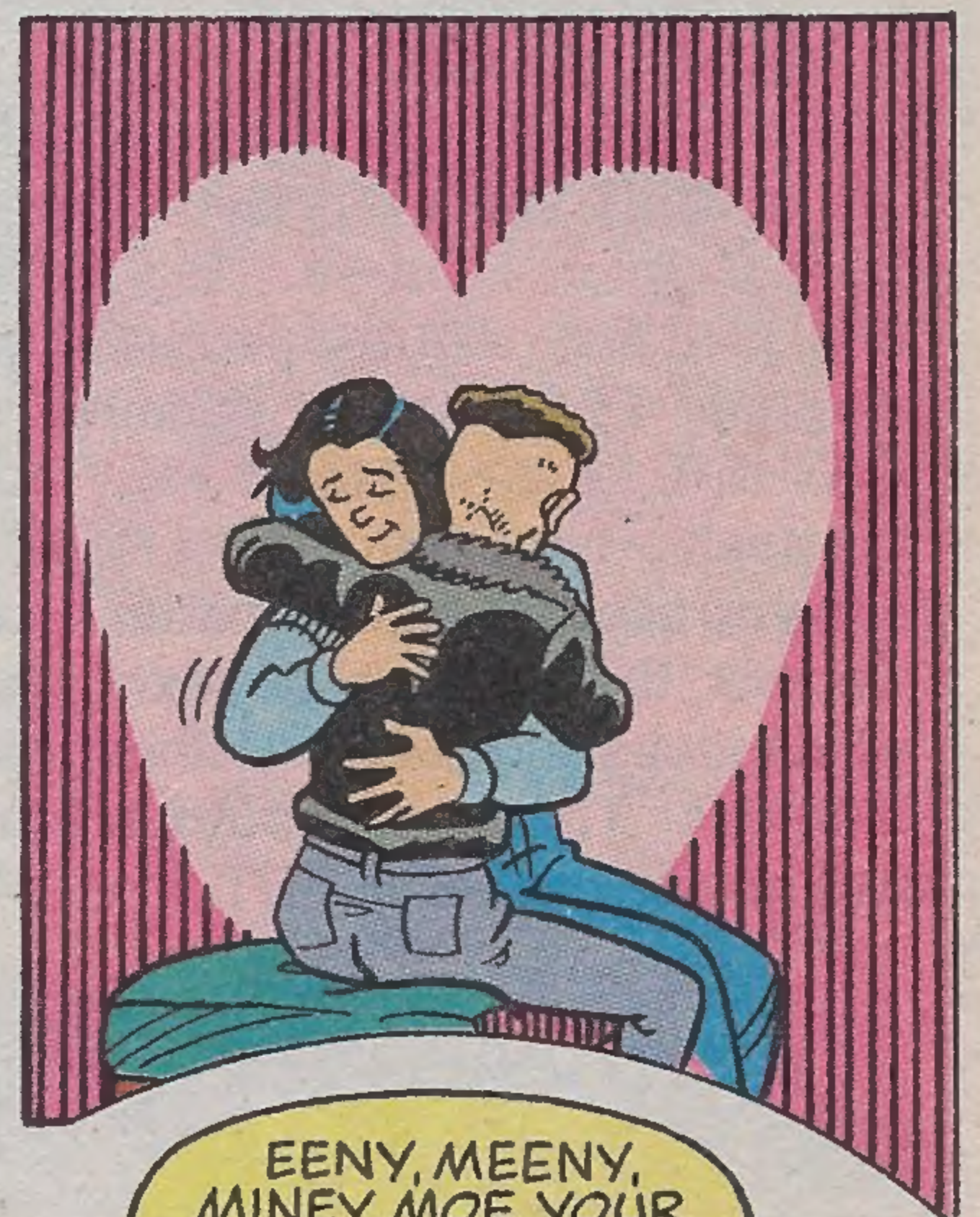
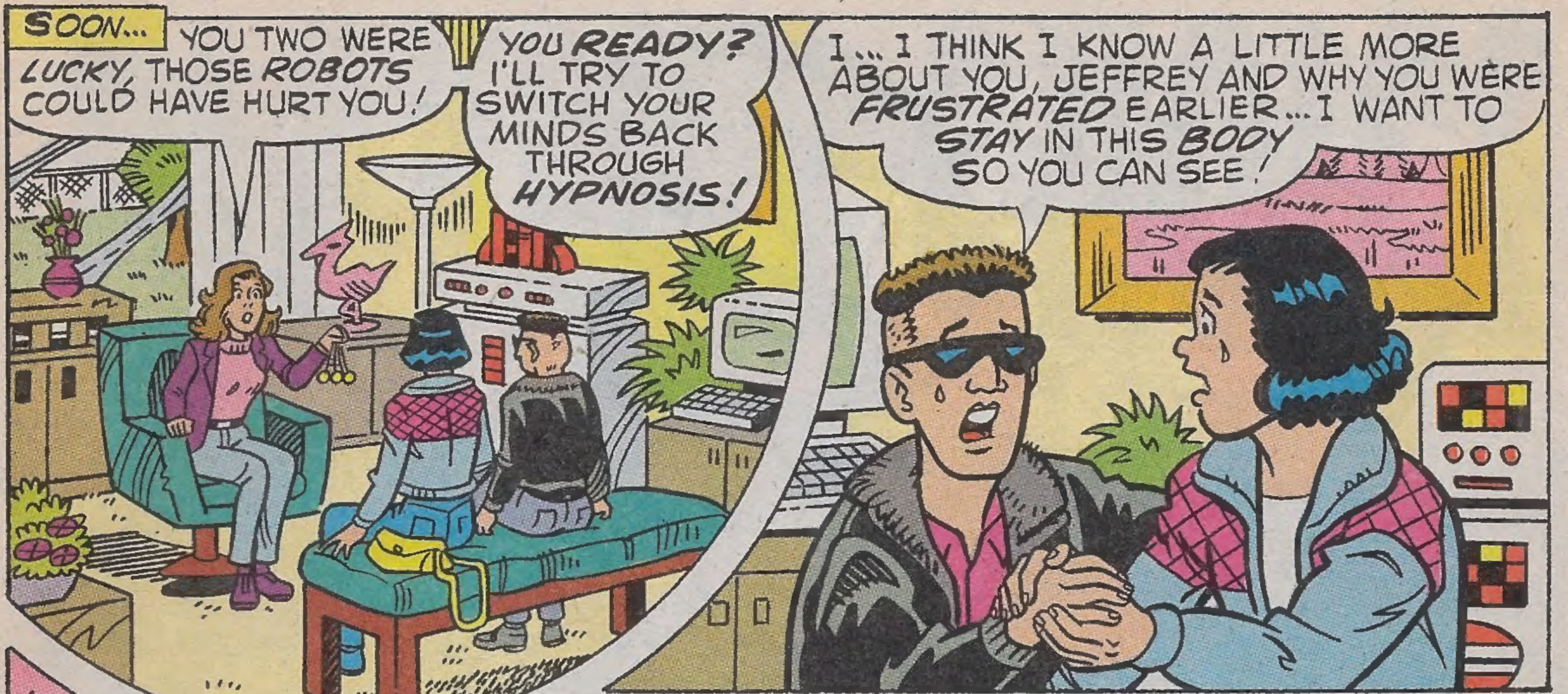
OH NOOHNOOHNO!
ETHEL, YOU CAN'T
SEE!

YOU'RE
TELLIN'
ME!!

CAPTURE
ALL INTRUDERS!

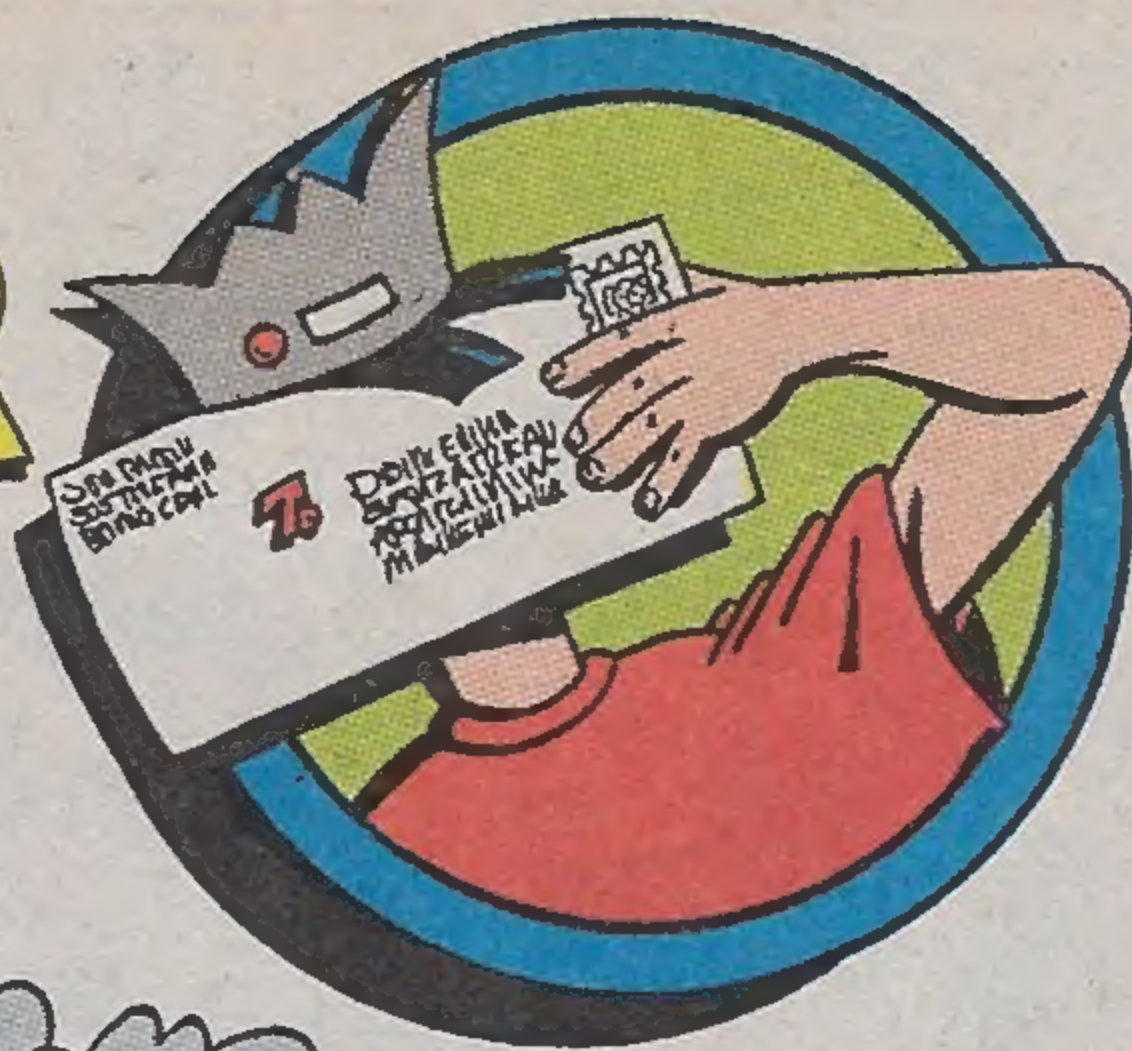
WE MUST'VE SET OFF
THE ALARM! YIKERS-
THERE JUST CAN'T NEVER
BE EVERYTHING
PERFECT!





NEXT ISSUE:
A MIME IS A TERRIBLE THING TO WASTE!

LETTER



HEAD!



**DREAMING
WITH
DARYL!**

DREAM. Imagine the whole world laughing **TOGETHER.** With every kind of laugh. Chuckles. Giggles. Titters. Big Belly laughs. **IMAGINE** that. **ALL** the people of the **EARTH** laughing **FREE** simply because we're **TOGETHER.** Laughing like a baby laughs playing peek-a-boo. Something **NEW!** I see you and you see me. And no matter how different we look, the colors of our skin, the features of our faces and hearts -- I find my joy in your laughter. Then the beautiful, blue **EARTH** ball spins with **DELIGHT!**

DREAM ON!

Daryl L

Dear Mark, Bill, Rex, Rod and Daryl,

EXCELLENT! JUGHEAD really picked up speed with issue #29. "TO SEE OR NOT TO SEE" cracked me up and was most post-modern. The art in "GENIUS OR GUINEA PIG," where JUGHEAD was licking his lips at the pies with legs, was very weird. But what about ARCHIE? Where is he? I mean he's JUGHEAD's best friend and I'm sure he'd be pretty interested to know what's going on with the J-boy. JUGHEAD made some new friends, it's about time ARCHIE did too!

Jim DiGiovanna
Stony Brook, New York

HANG ONTO YOUR WIG-HAT, JIM, FOR SOME UNBELIEVABLE ARCHIE AND JUGHEAD SHE-NANIGANS!

Dear LETTERHEAD,

Here's the **JUGHEAD ANTHEM.**
Sing it to the tune of the Star Spangled Banner...
Oohh, JUGHEAD can eat
Pizza, French Fries, Hot Dogs -
Till his stomach is stretched
And so gallantly gleaming.
Oh, the ketchup's red glare,
Pickles swallowed mid-air
Cause weird dreams at night,
Hamburger buns in flight.
Oohh say JUGHEAD JONES,
What's for deeeessser-ert
An ice-cream parfait?
Then a satisfied **BURP!**

Kurt Keppeler
Venice, California

SNIFF, SNIFF. THAT WAS BEAUTIFUL, KURT.

NEXT ISSUE:

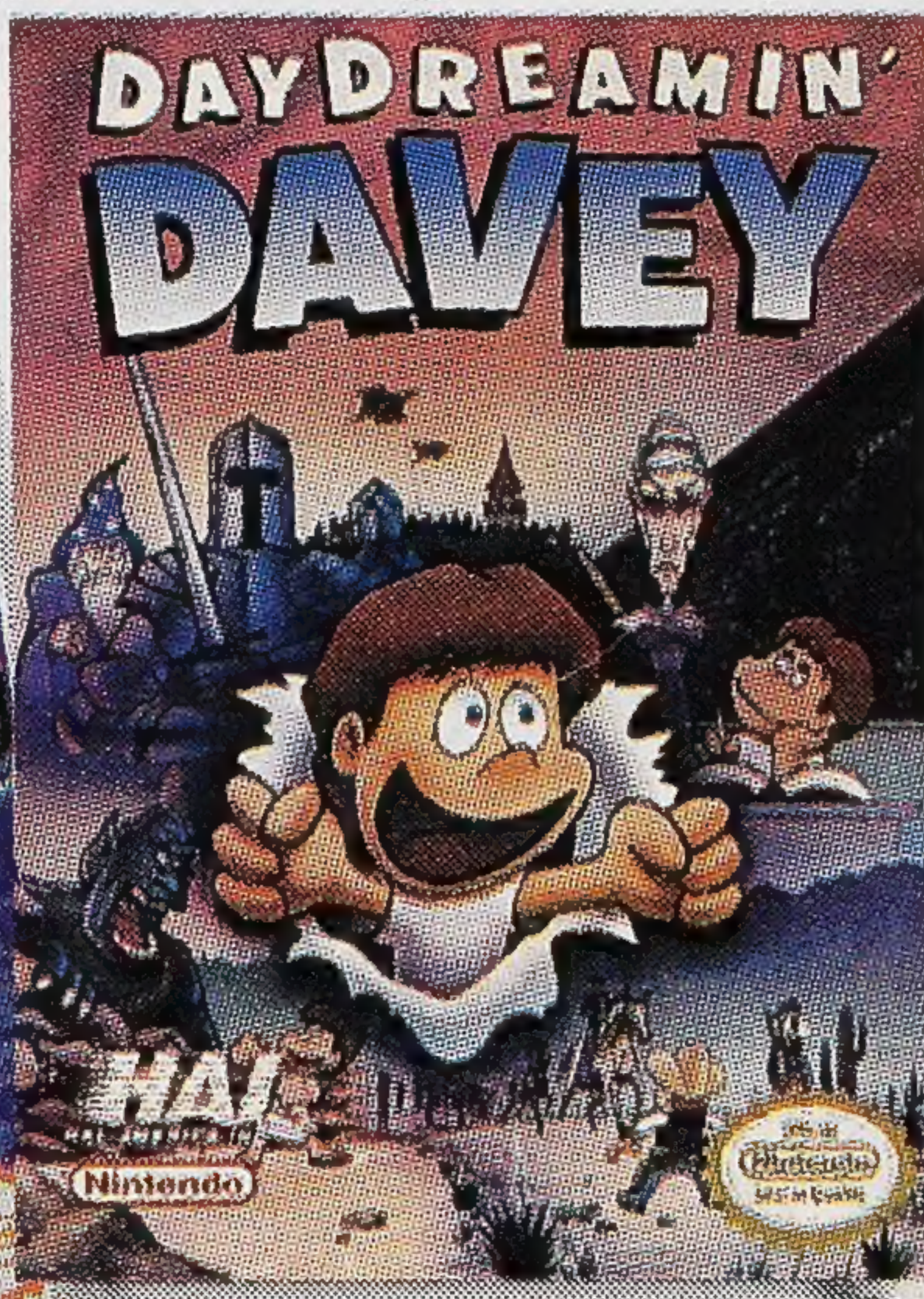


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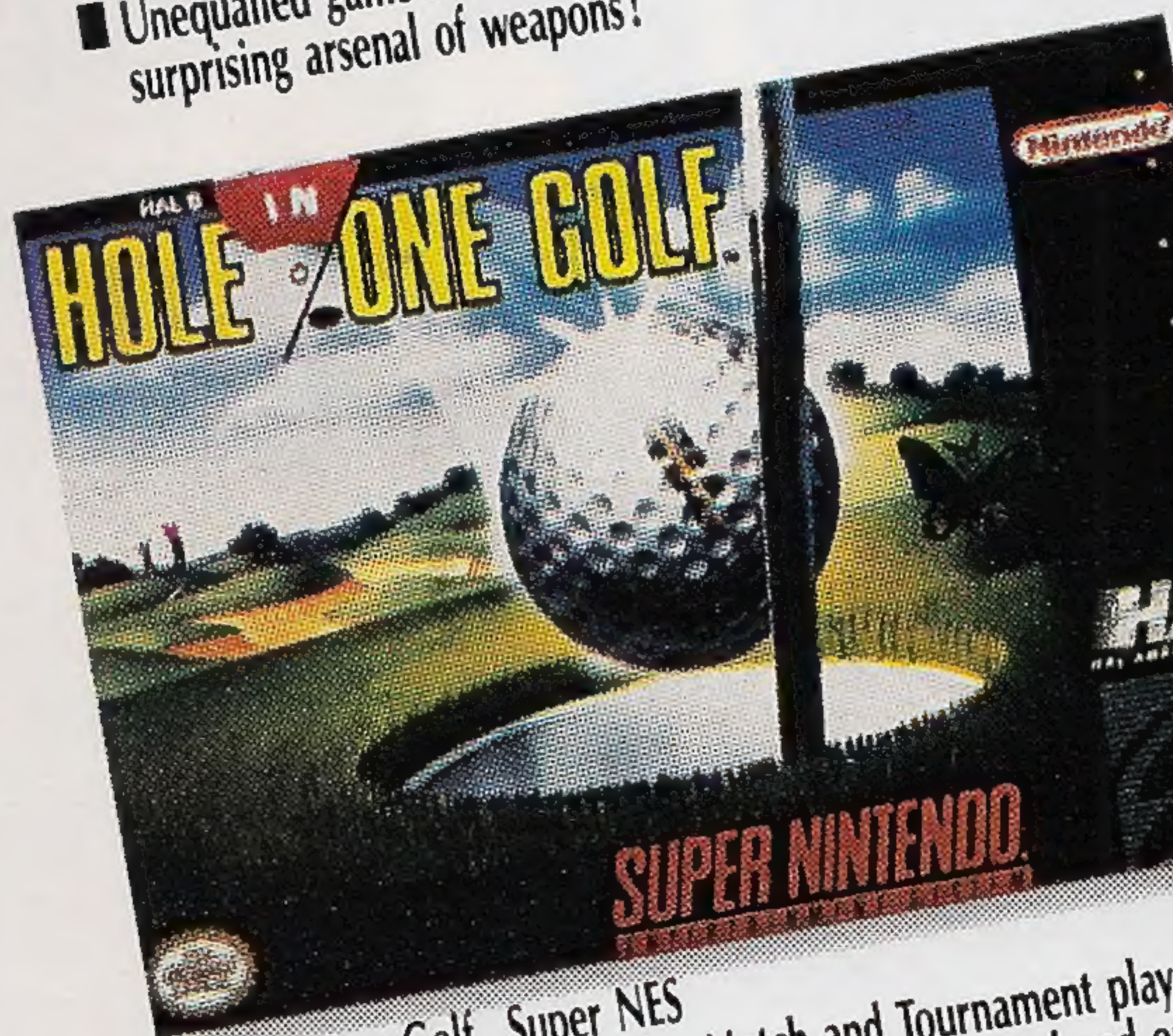
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